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BRAND NEW: AN EXPLORATORY STUDY INTO THE ROLE OF BRANDING ON MILITARY CLOTHING ACCEPTABILITY

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14. ABSTRACT A series of exploratory studies was conducted between September and December 1997 that consisted of a quantitative survey, a qualitative focus group, and a laboratory experiment. Inherent in these studies were issues relating to the purchase of commercial clothing and equipment, the improvement of soldiers' acceptability of military issue clothing, and the potential for introducing the concept of "branding" within the U.S. military. A sample of 242 personnel from the 82nd Airborne Division, U.S. Army, answered a survey questionnaire concerning purchase and use of commercial items. Twenty-one Marines from the 7th Marine Regiment at 29 Palms, CA comprised three focus groups that addressed questions of Marines' perceptions of military issue clothing, the use of commercial products and specific brands, and their own reactions to a series of hypothetical military brand logos. Finally, 31 civilians and 32 military subjects took part in a laboratory experiment at Soldier Systems Center, Natick, MA that investigated the potential influence of branding on clothing acceptability. This series of studies confirmed a general preference on the part of soldiers for commercial over military clothing and equipment, but more research is needed to further clarify the exact impact and implications on soldiers' purchase behavior.																	
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PREFACE

This report describes the results of an exploratory study involving a laboratory experiment, a quantitative survey and a qualitative focus group. The purpose of these research investigations was to address a number of issues relating to the purchase of commercial clothing and equipment, to improving the acceptability of military issue clothing, and to the potential for "branding" in the U.S. military. Research was conducted by Richard Bell of the Product Optimization and Evaluation Team, Supporting Science and Technology Directorate, Soldier Systems Center, U.S. Army Soldier and Biological Chemical Command; and by David Marshall, Visiting Scientist, Department of Business Studies, University of Edinburgh, Edinburgh, Scotland.

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SUMMARY

- This exploratory study addressed a number of issues relating to the purchase of commercial clothing and equipment, to improving acceptability of military issue clothing and to the potential for “branding in the US military.”
- Branding provides the customer (buyer or user) with a shorthand device for evaluating products in relation to the competitive offering. For companies it allows them to differentiate their product from the competition and to build customer loyalty by meeting the customers’ needs in terms of quality and service.
- Given the limited information available, a range of market research methods was used in the study. A quantitative survey examined the purchase behavior of a sample of US soldiers and their general ratings of military versus commercial items. Qualitative focus groups provided the methodological flexibility to explore and investigate the attitudes of a sample of US Marines to military issue items, compared to commercial items, and to get their opinions regarding several logo designs. An experimental study was designed to look at the impact of branding on acceptability of sock products.
- Almost half of the soldiers surveyed claimed to have purchased commercial clothing, and almost eighty percent claimed to have purchased commercial equipment. If money were not a limiting factor this propensity to purchase would increase. The general belief was that commercial items were better.
- Military clothing scored well on suitability for field use and appropriateness for use, but it was rated much worse than commercial clothing on a number of key criteria such as weather protection, value for money, and comfort. Gloves, boots, and cold weather clothing were rated much worse than commercial items.
- Subjects were asked for general ratings on military and commercial clothing across a range of criteria. Military clothing fared much worse than commercial clothing. There was general agreement with the statements, overall, that military clothing could be improved, is expensive, and should be the same for all military personnel. Respondents disagreed that it was designed primarily for comfort, was better than commercial clothing, and used the latest technology and materials. In contrast, commercial clothing was generally rated more highly for its latest designs, technology, comfort, and quality.
- In the focus groups the general perception of military issue clothing was that it was of poor quality. This perception was related to the soldier’s belief that the current procurement system, in offering the contract to the lowest cost bidder, placed an emphasis on quantity not quality. There was confusion in the focus groups over who actually manufactures clothing items for the military. The failure to keep abreast of latest developments and innovations was believed by the focus groups to be directly related to a lack of commercial competition in the

public (military) sector. Moreover, the interviewees believed that they were seldom consulted, as the end users, and were somewhat skeptical of effecting any change. They had limited opportunity for redress if commercial clothing items were more suitable. The majority of Marines were fully aware of what new products were available on the commercial market and were resigned to the fact that the military was always “one step behind” the commercial sector.

- The idea of a “military brand” met with mixed reaction. It was considered feasible and generally believed to be a good idea if it leads to an improvement in product quality and performance (on a par with the commercial sector). Co-branding, with a reputable manufacturer and established credible brand name, was seen as a good idea.
- The “Warrior Wear” logo was nominated as the best design for development and rated as the most acceptable, mainly because it looked like a commercial brand.
- It should be stressed that these were exploratory studies that should serve as the basis for a more extensive research project.

**BRAND NEW:
AN EXPLORATORY STUDY INTO THE ROLE OF BRANDING
ON MILITARY CLOTHING ACCEPTABILITY**

INTRODUCTION

This research was conducted at U.S. Army Soldier Systems Center (Natick) in the fall of 1997 as an exploratory investigation into user acceptability of military issue clothing. A number of meetings were held with researchers and project managers in the Science and Technology Directorate (S&TD) and Survivability Directorate (SurD) who identified a number of research questions which might be addressed in the study. These questions are concerned with three major issues:

- Why are military personnel purchasing commercial clothing and equipment products for use when on duty?
- What can be done to improve acceptability of military issue items with the end users (warfighters)?
- What is the potential for co-branding or developing a military clothing brand?

BACKGROUND

Branding was originally used as a means of identifying ownership. For example, the branding of cattle or the stamping of a manufacturer's brand name on food at the turn of the century commonly addressed the problems of food adulteration and poor quality control. Brands became marks, or guarantees, of quality which buyers could use to identify goods. In today's commercial marketplace a brand can be broadly defined as "a name, term, symbol, design or combination of these which serves to **identify** a product, **differentiate** it from the competitors and **add value**." Successful brands are built around four key principles: prioritizing quality, offering superior service, stressing differentiation, and, in many cases, being first to the market (Doyle, 1989; Aaker, 1996). Brand loyalty has become a key objective for many commercial companies as they strive to build up long-term relationships with their customers. Those companies that succeed in meeting customers' needs in an increasingly competitive marketplace are rewarded with improved return on investment and larger profit margins. While the public sector is not necessarily motivated by profitability as a major objective, meeting users' needs is of central concern and is explicitly stated in the U.S. Army Soldier Systems Command (SSCOM) mission statement (1997). There are differences between the commercial and military sector in terms of the competitive nature of the market and the procurement process, but both ultimately seek to meet the needs of their end users. While many of the clothing items used by the military have commercial equivalents, military items offer no indication of source of manufacturer and provide no information other than sizing. As Levy (1996) notes, "*Even if no special claim is*

made, we are still inclined to think that the least brand may be better than a product that does not boast of its source.” Successful brands are more than simply labels (Aaker, 1996): they represent powerful symbols which offer more than functionality (Uncles, 1997) and denote affiliation with particular social groups, their lifestyles and values.

METHODS

The methods used in this exploratory study were chosen from a range of predominantly marketing research methods (Chisnall, 1997; Marshall, 1995) and provided the opportunity to access information relevant to research questions outlined earlier. The question about why military personnel are purchasing commercial items required some substantiation in the light of what was primarily anecdotal evidence and field observation. That is not to devalue the worth of this information, but there was, and remains still, limited information on the magnitude of this preference for commercial items and the extent to which this preference varies across the different clothing items.

Survey Questionnaire

A series of questions designed to examine purchase and use of commercial items were incorporated into the Operational Forces Interface Group (OFIG) survey conducted at the Joint Readiness Training Center (JRTC) with the 82nd Airborne Division, U.S. Army, in October 1997. The questions related to respondents' previous purchase of commercial clothing and equipment, military versus commercial items, across a range of products and clothing attributes (see Appendix A).

Focus Groups

Three qualitative focus groups were conducted with the 7th Marine Regiment at 29 Palms, California in November 1997. Focus groups provide the flexibility to probe individual and group responses in a research environment which encourages participants to openly discuss and respond to questions raised by the moderator and other respondents. This method allows the researcher to investigate and probe issues that are important to the participants and to fully explore the underlying rationale behind their responses (Gordon & Laingmaid, 1988). A discussion guide based on five pilot individual interviews with soldiers stationed at Natick was developed prior to the study. This identified key areas for discussion, notably the primary perceptions of issue clothing, the use of commercial products and specific brands, and the marines' reaction to a series of brand logos designed by the Visual Resources at Natick (Appendix D).

Each of the discussion groups comprised 5-8 males with 2-4 years of service and an average age estimated at between 21 and 23. No demographic data was available, as the discussions were conducted as part of battle dress uniform (BDU) issue, and participants were “volunteered” by their commanding officer. The discussion groups lasted up to one hour, and all respondents proved enthusiastic contributors to the discussion. It was not reasonable to extend the time beyond sixty minutes due to the limited facilities on site. (Discussions were conducted

with participants sitting on the floor in the corridor of an issue hangar with background noise from air-conditioning units making audio recording problematic!)

Laboratory Experiment

The third piece of research was conducted at Natick with civilian and military personnel. An experimental study was designed to investigate the potential influence of branding on clothing acceptability and to determine how the military brand compared to both a leading commercial brand and to the unbranded condition. The study involved a complete block design with samples of socks (standard military issue socks, excluding coolmax liner, and a commercial hiking sock which had been previously evaluated for military use (Robertson, T.W. & Christopherson, M. S., 1994) under three conditions: unbranded, commercial brand 'Thorlo,' conceptual military brand "Warrior Wear". The presentation order was randomized, and 31 civilians and 32 military were recruited from Natick. Each pair of socks was presented to the subjects individually for assessment. Each subject evaluated a total of six pairs of socks. Subjects were instructed to examine the socks as they might do in a retail store but were not permitted to try on the socks. This laboratory 'feel test' allowed them to feel the socks and examine the packaging in those conditions where it was included.

FINDINGS

Survey

The OFIG survey involved 242 males. The sample comprised infantry (46%), engineers (combat) (6%), armored vehicle crewman (4%), communications/signal men (16%), and vehicle operators/mechanics (6%). Those remaining were not classified by job description. Mean age of respondents was 23 years of age. Mean period of military service was 42 months (20 months with the 82nd Airborne). Respondents had spent an average of 16 days at JRTC.

Purchasing Commercial Items

The following responses relate to questions 1,2,3,4 in the "Commercial Items" section of the questionnaire and give an indication of the extent to which the soldiers are purchasing commercial items for their own personal use (Table 1).

Just under half of those surveyed claimed to have purchased commercial clothing, and up to eighty percent had purchased commercial equipment. (A full list of the items mentioned can be found in Appendix C.) If money were not a limiting factor, over four-fifths of those surveyed claimed they would buy commercial items for field use. Overall, commercial items were perceived to be better than army (military) issue items.

Table 1.
Purchase, Use and Overall Attitude Towards Commercial Items

-
- | | |
|--|------------------|
| 1. <i>Have you purchased any commercial clothing items (boots, socks, gloves, etc.) for field use?</i> | • 43%, n=105 YES |
| 2. <i>Have you purchased any commercial equipment (camelbacks, leatherman, flashlights, etc.) for field use?</i> | • 84%, n=204 YES |
| 3. <i>If money were not a factor, are there commercial items that you would buy to use in the field?</i> | • 79%, n=191 YES |
| 4. <i>Overall, do you feel there are commercial items that are...</i> | |
| <i>a. better than Army issue?</i> | 67%, n=163 YES |
| <i>b. not as good as Army issue?</i> | 15%, n=35 YES |
-

General Comparison of Military versus Commercial Clothing

Question 7 asked the soldiers to compare military issue clothing to commercially available alternatives. General ratings were collected on a number of key clothing characteristics, most of which had been identified previously in clothing research studies conducted at Natick (Cardello & Schutz, 1997).

Military issue clothing fit scored well on its "appropriateness for use" and "suitability for field use," but was rated "worse" than commercial clothing on a number of key criteria such as weather protection, value for money, and comfort (Table 2).

Table 2.
Comparison of Military versus Commercial Clothing on Key Clothing Criteria

Q7. Please rate military issue clothing on the following characteristics compared to commercially available alternatives. The scale below goes from 1 ("much better than commercially available clothing") to 5 ("much worse than commercially available clothing"). Circle one number for each.

	<u>X (mean scores) sd</u>		<u>n</u>
Weather protection	3.37	.98	236
Value for money	3.25	1.21	235
Comfort	3.24	.98	236
Fit	3.23	.91	237
Feel of material	3.22	.92	233
Laundering qualities	3.20	1.09	237
Quality	3.13	1.01	237
Appearance	3.00	1.00	236
Image	2.95	.92	233
Overall acceptability	2.92	.88	235
Durability	2.86	1.01	234
Appropriateness for use	2.74	1.04	236
Suitability for field use	2.64	.99	236

Comparison of Select Military Items versus Commercial Available Alternatives

This question looked at respondents' general perceptions of a number of military items found in the military clothing bag and asked them to compare these items with commercially available alternatives.

Most of the military issue items were not rated as highly as commercial equivalents (Table 3). The mean scores, above 3 on the 5-point scale, reveal lower rating scores for gloves, boots and cold weather clothing compared to other issue items. Polypropylene underwear and BDUs were rated better than commercial items.

Table 3.
Comparison of Military and Commercial Items

Q8. Please think about each of the military issue items listed below and compare them to commercially available alternatives. The scale below goes from 1 ("much better than commercially available items") to 5 ("much worse than commercially available items"). Please indicate where no commercial equivalent exists and/or you have not been issued with the item. Circle one number for each.

	<u>X</u>	<u>sd</u>	<u>n</u>
Gloves	3.66	1.08	232
Issue boots	3.42	1.27	229
Cold weather clothing	3.41	1.10	232
ALICE pack	3.39	1.24	225
Socks	3.35	1.10	232
T-shirts	3.32	1.03	234
Sleeping bags	2.94	1.40	236
Polypropylene underwear	2.64	1.08	230
BDU	2.43	1.00	219

General Perceptions of Military Issue Clothing Items

Several questions examined general perceptions of military and commercial products on a range of statements derived from previous research, internal discussions, and pilot interviews with soldiers stationed at Natick. These statements covered a broad range of considerations, which included the incorporation of latest clothing technology and design, value for money, user confidence in the products, and suitability for branding. On a 7-point scale, (1=very strongly disagree to 7=very strongly agree), there was general agreement with the statements that military issue clothing items could be improved, were overpriced, should be the same for all personnel (regardless of rank), and were reliable in the field (Figure 1). However, military issue clothing items were not generally considered to be as good as their commercial equivalents, and the respondents disagreed that military issue items were designed for comfort and that they used the latest designs and technology. Furthermore, military issue items were not considered high quality nor were they perceived to meet the soldier's needs. The responses to the branding questions revealed some ambivalence towards the idea of branding.

General Perceptions of Commercial Clothing Items

In contrast, general perceptions of commercial items reveal a much more positive response to commercial items, which were seen to elicit stronger agreement with the statements relating to the incorporation of the latest technology, design, and high quality production (Figure 2). Interestingly, these products are believed to instill confidence in the user and to be designed with comfort in mind. The only statement that evoked any disagreement was the claim that commercial items were not as good as military products.

Q9. Please indicate how much you agree or disagree with the following statements relating to MILITARY ISSUE clothing items provided in the clothing bag.

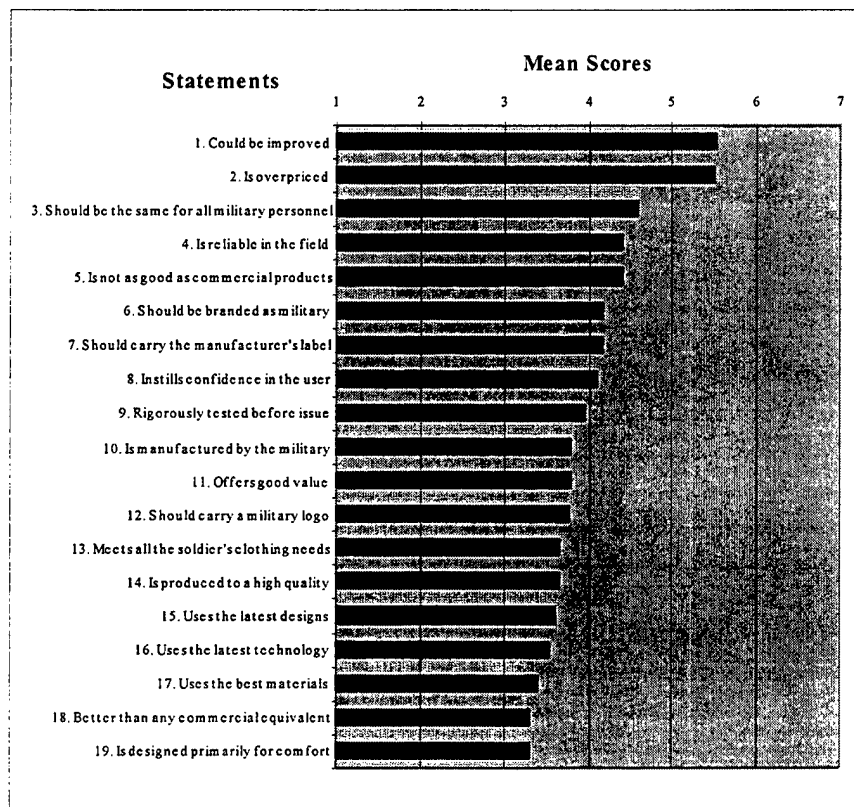


Figure 1.
General Perceptions of Military Issue Clothing

Q10. Please indicate how much you agree or disagree with the following statements relating to COMMERCIAL clothing items. Use the scale provided below and circle one number for each.

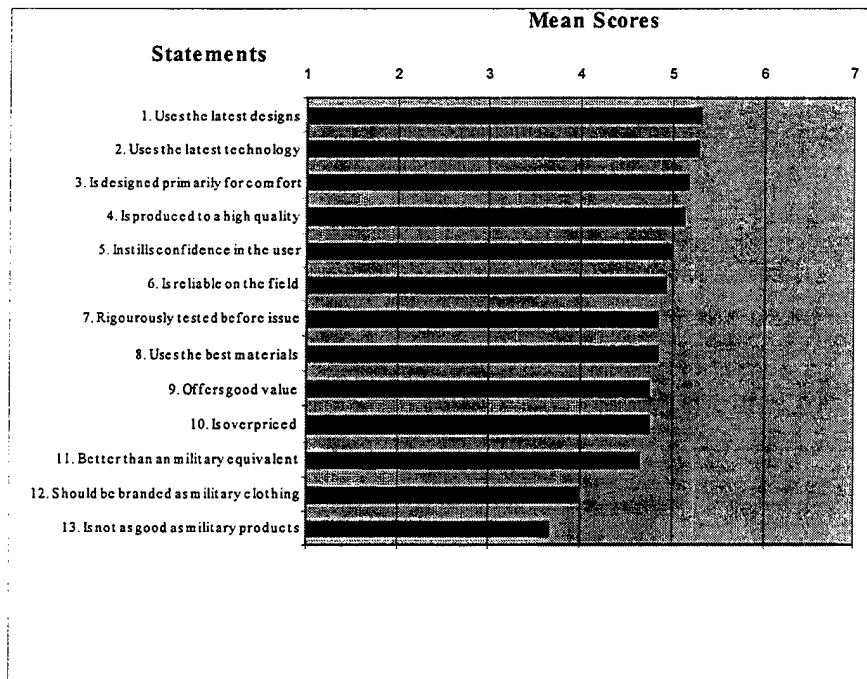


Figure 2.
General Perceptions of Commercial Clothing Items

Focus groups

In addition to the survey questionnaire administered to soldiers, a series of three focus groups was held with Marines to gauge their opinions concerning the issues of military issue clothing, commercial clothing and equipment, and the concept of "branding" within the U.S. military. A number of themes emerged from the focus groups reflecting general attitudes towards military issue clothing, procurement and issuing procedures. There were a number of criticisms ranging from the lack of priority that the military gives to the U.S. Marines Corps, with specific comments on the issuing of clothing and equipment, to comparisons between branded commercial and military issue products.

"Second-hand" citizens

There was a general feeling among the Marines interviewed that the U.S. Marine Corps was under-funded, which had direct implications for expenditure on clothing and equipment. Consequently these young Marines claimed that they often had to make do with equipment which was no longer required by the army, and there was a general belief that the army was better equipped and had access to newer equipment:

"The Marine Corp does not take after the Army ... the Army's got all the high speed equipment, they have a department of research."

This, it should be stressed, was not something which these Marines complained about, but there was a sense that they were being treated as second-hand citizens and that the military could provide clothing of higher quality and performance. However, they believed that there was little to be gained from trying to change what they regarded as a relatively unresponsive system, as the following quotes illustrate:

"We have to make the best of what we've got."

"Complain for a while when you first come in but you just gotta learn - you get no choice you gotta live with this, what you get and you go out there and you get freezed, soaked, drenched - you get miserable"

It was almost as if this was an accepted part of military life and something which marines could do little about. One alternative is to go out and purchase commercial products that offer the fit, performance and comfort they require. The problem with this solution is the expense.

Quantity Not Quality

There was a general feeling in the focus groups that the military awards contracts to the lowest bidder and there is little attention paid to product quality. Consequently there was a perception that major clothing manufacturers were unlikely to supply military clothing. The lack of any trademark or recognizable brand name makes it impossible to identify the product source. Discussants were uncertain as to who actually manufactured military clothing items.

Contrasting Commercial and Military Issue Markets

While the commercial marketplace was seen as competitive and innovative, the military purchasing was believed to be somewhat noncompetitive, with fewer firms competing for the various contracts to supply the military and with the sale guaranteed to the lowest bidder. The discussants believed that the military should be up to date with what was happening in the commercial sector where most of the product innovations originated in an increasingly competitive commercial environment. In contrast, the military was not seen to be at the cutting edge in design or materials innovation but rather as an organization struggling unsuccessfully to keep up with a rapidly changing commercial sector. (One should add that the free market does not always guarantee success for the technically superior products.) While commercial products are branded, promoted and marketed in a way that is informative and promotes particular aspects or features, this does not happen in the military where products are not labeled, or branded. While there may be some dispute over the technical advantages of commercial over military products, the important point that emerged from these discussions was that these Marines **believed** that the commercial products were better products on a number of criteria, most notably fit, comfort, and style; although there was some question over the durability of commercial items for field use (a point borne out in the Army survey).

While commercial companies have to meet their (targeted) customers' demands through talking to customers and conducting appropriate market research, these Marines believed that they were not consulted by those agencies responsible for procuring the products. Discussants believed there was little or no incentive to innovate in the military sector; examples cited from the commercial sector included the development and incorporation of breathable waterproof materials such as Gortex and the development of lightweight rucksacks and sleeping bags. It should be noted that there is developmental work being carried out in all these areas, but the commercial sector is believed to be far ahead and to already have products on the market, as the following quote illustrates:

"The Marine Corps are one step behind - they're in the right direction, but there's always going to be something better."

Of course, in the commercial sector the users have some choice in what is purchased, including the price, the quality and the fit. This choice, within income constraints, is not available to the Marine, whose choice is restricted to what someone else has chosen to provide. There is limited communication between the user and the buyer in military settings, primarily via Operational Forces Interface Group (OFIG). Because OFIG cannot reach the majority of military personnel, this lack of communication often can lead to problems with product acceptability. In situations where Marines are not satisfied with the military issue clothing and equipment, they have little opportunity for redress or product exchange. This represents a major difference between the military and the commercial sector, where consumers are free to exchange faulty, poor fitting or unwanted goods for credit, direct exchange, or full refund, within a stated time period. This consumer "right" is not available to the Marine, who is provided with issue clothing and equipment. If the issued clothing and equipment is not acceptable, comfortable, does not fit, *etc.*, there is little that the Marine can do about it; such problems seem to be a part of life in the military. In the commercial sector, after-sales service is a key element of success, as

companies recognize the need to retain customer loyalty and satisfaction after the initial sale. The same could not be said of the military.

A Military Brand

One main aim of the focus groups was to investigate the reaction of the Marines to commercial branding and to consider their views on either co-branding or the development of a "military brand." What emerged from the discussions was that these individuals firmly believed in the branding concept and that names and logos formed an important part of their purchase considerations in civilian life. Brand image represents an important aspect of their civilian "lifestyle." Leading brands stressed quality, design, and excellent after-sales service, and these Marines discussed the merits of a number of established clothing brands such as Nike®, Reebok®, Ralph Lauren®, Tommy Hilfiger®, Nautica®, *etc.* The suggestion of co-branding, that is, identifying the manufacturer on the military product, was generally believed to be a good idea as long as the manufacturer was an established, reputable and respected manufacturer.

"Everyone wants something they know will go the distance."

When asked about the idea of a military brand there was a mixed reaction. Some Marines believed it was inappropriate in the military and seemed to go against the military ethos, which emphasizes uniformity and discourages individuality. Alternatively, others believed that there was an opportunity to overcome some of the problems with military issue clothing, such as improving product quality and performance to a level comparable with respected commercial manufacturers. However, all recognized that simply putting a label on the existing products without addressing product quality would be insufficient to improve product acceptability, and few believed that the military would ever provide the commercial equivalent of after-sales service.

Brand Logos

A number of logos were tested (Appendix D), and "Warrior Wear" proved the clear favorite across the three focus groups. Further investigations revealed that this logo design was more favorably associated with good quality, commercial, clothing brands. The design, with its blue and grey colors and rugged mountain range, was associated with durable, hardwearing, outdoor equipment that was suitable for harsh terrain; yet it was perceived as comfortable, incorporating the latest and best designs and materials. The more obvious "military" logos such as "Devil Dog," "Grunt Gear," and "Leather Neck" were simply too obviously military and evoked the old negative associations of poor quality and fit. Besides a new label no other changes were expected with the "military" logos. The "Devil Dog" logo was the most well received of the three "military" logos and was widely recognised as a symbol of the U.S. Marines, but interviewees believed that while it might appeal to new recruits it would have limited appeal as a brand to experienced Marines. In contrast, "Warrior Wear" was not associated with the military and was seen as refreshingly new and carrying no "baggage." It was generally agreed that it could succeed, if the products could deliver, as evidenced by the following comments:

"Efficient, reliable, durable--that's all we want."

"Marines are on MTV and they were in the movies--we might as well have our own brand, but it has to be durable, just what the name tells you; it would have to be something tough."

Laboratory Experiment

In order to test the effect of branding it was necessary for researchers to select a clothing item that permitted a comparison between military and commercial items under blind and branded test conditions. Socks, part of an on-going research program, were selected for this experiment. A military and a commercial sock were tested under three conditions: unbranded, commercial brand "Thorlo," and the concept military brand, "Warrior Wear" (Appendix E). Results of these tests can be found in Figure 3.

The analysis revealed a significant difference in the overall rating for the military and commercial sock, with both civilians and military subjects giving a higher rating to the commercial sock on overall acceptability, quality and expected comfort. There was no statistically significant effect of branding on the ratings, although the military sock received a higher quality rating from military subjects when branded as "Warrior Wear."

Although this rating was not statistically significant the socks branded as "Warrior Wear" received a lower rating on expected comfort. The results of the experiment revealed a preference for the commercial sock over the military sock irrespective of how it is branded. In this experiment branding had no effect on the acceptability ratings. However, it should be noted that the presentation of two pairs of socks under three conditions might have resulted in a learning effect whereby subjects recognized that only two different socks were being presented. The findings confirm the need to do more than simply add a label in order to improve acceptability ratings. The clear preference for the commercial sock suggests that further research might be conducted to determine which particular features of the commercial sock contribute to the preference in both the civilian and military subjects for the commercial socks.

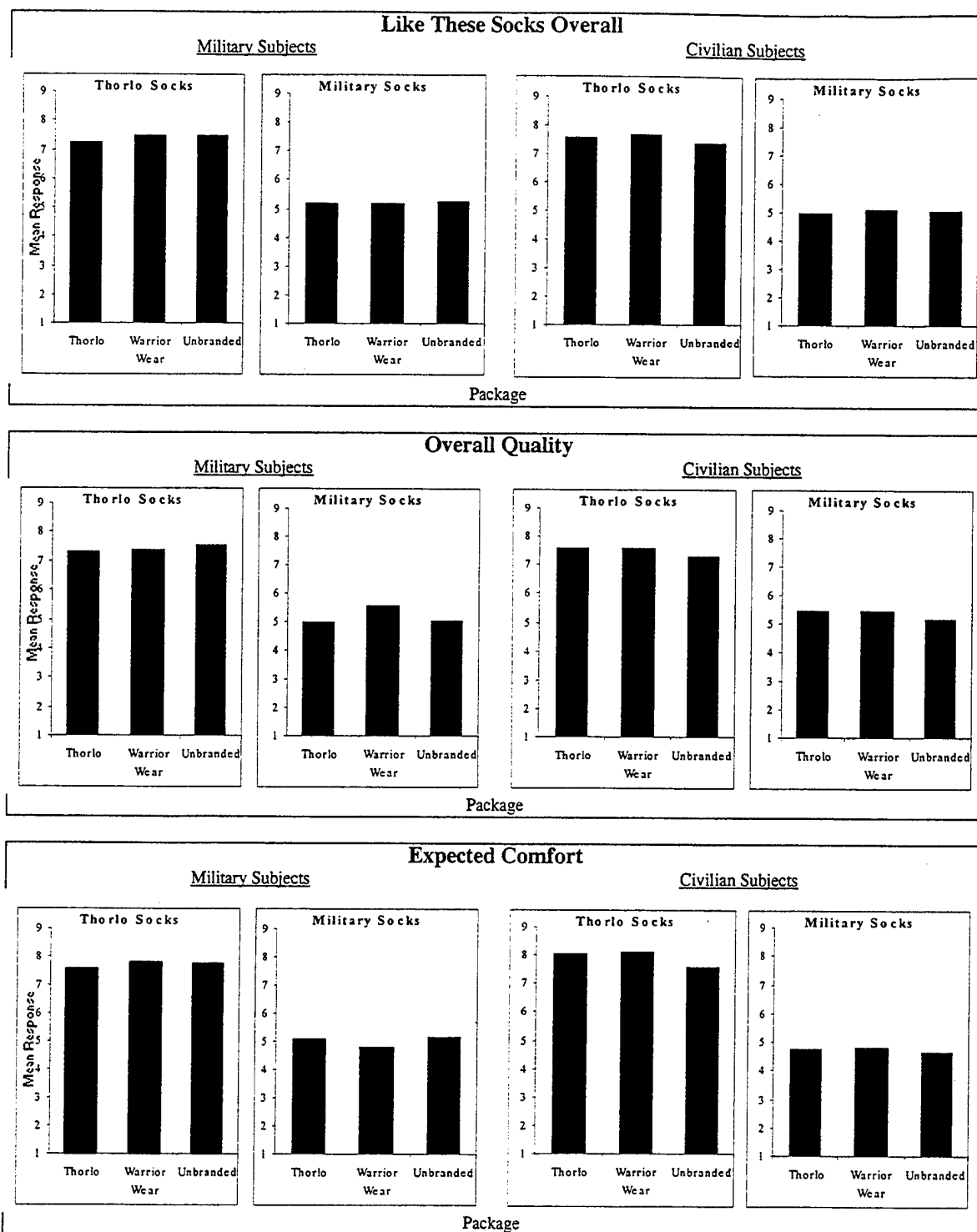


Figure 3
Military and Civilian Acceptability, Quality, and Expected Comfort Ratings
for Military and Commercial Socks

THE WAY FORWARD

This exploratory research has begun to shed some light on the complex buying behavior and motives of military personnel. While it confirms the general preference for commercial over military clothing and equipment, there is little information on the precise way in which these preferences are manifest in purchase behavior. Further research is required to determine which items of clothing and equipment are being purchased by military personnel, when they are purchased, from where and by whom. Until such information is available it is difficult to determine the nature and extent of purchasing commercial items. The qualitative research and experimental work has confirmed the willingness of a sample of military personal to purchase commercial equipment, although this expressed preference for commercial clothing and equipment needs to be examined across a broader sample of military personnel. Further research might be undertaken with the end users to identify the key qualities in leading commercial brands. This information could be used to assist in developing military products and to provide some commercial benchmarking for the military development program. While the preliminary findings on branding within the military are mixed, more extensive research into branding in the military is required.

This document reports research undertaken at the U.S. Army Soldier and Biological Chemical Command, Soldier Systems Center, and has been assigned No. NATICK/TR-201022 in a series of reports approved for publication.

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APPENDIX A

“Marketing” questions included in OFIG survey

conducted at JRTC October, 1997

Appendix A: 'Marketing' questions included in OFIG survey conducted at JRTC October, 1997

INSTALLATION VISIT QUESTIONNAIRE #3-98: JRTC

The Soldier Systems Command is responsible for developing and managing all of the rations, clothing, equipment and shelters used by U.S. military personnel. We need you to tell us how these items perform in the field. By completing this questionnaire you can provide valuable information directly to the engineers and administrators who are responsible for these items. We take this information seriously, so please take this questionnaire seriously and answer as fully as possible. Your answers are completely confidential. This is your chance to be heard.

* Unit _____

* What is your rank? E-____ O-____ WO-____

* What is your... * MOS? _____

* gender? M F

* age? _____years

* How long have you been in the military? _____years _____months

* How long have you been at this duty station? _____years _____months

* What was your most recent field exercise? Location: _____
Month/year: _____
Number of days: _____

COMMERCIAL ITEMS

1. Have you purchased any commercial clothing items (boots, socks, gloves, etc.) for field use?
YES NO

If YES, list them and tell us how they performed.

2. Have you purchased any commercial equipment (camelbacks, leatherman, flashlights, etc.) for field use? YES NO

If YES, list them and tell us how they performed.

3. If money were not a factor are there commercial items that you would buy to use in the field? YES NO

If YES, please list them.

4. Overall, do you feel there are commercial items that are...

- | | YES | NO |
|----------------------------|-----|----|
| a. better than Army issue? | | |

If YES, list them:

- | | | |
|-------------------------------|-----|----|
| b. not as good as Army issue? | YES | NO |
|-------------------------------|-----|----|

If YES, list them:

5. Of all of the clothing items you have been issued (excluding body armor), which is the best one?

6. Of all of the clothing items you have been issued (excluding body armor), which is the worst?

QUESTIONS 7 THROUGH 10 ASK YOU ABOUT YOUR PERCEPTIONS OF MILITARY AND COMMERCIAL CLOTHING. PLEASE READ EACH QUESTION CAREFULLY AND ANSWER THEM AS COMPLETELY AS YOU CAN.

7. Please rate military issue clothing on the following characteristics compared to commercially available alternatives. The scale below goes from 1 ("much better than commercially available clothing") to 5 ("much worse than commercially available clothing") Circle one number for each.

	much better than commercially available clothing	better than commercially available clothing	equal to commercially available clothing	worse than commercially available clothing	much worse than commercially available clothing
a. Overall acceptability	1	2	3	4	5
b. Comfort	1	2	3	4	5
c. Durability	1	2	3	4	5
d. Weather protection	1	2	3	4	5
e. Fit	1	2	3	4	5
f. Appearance	1	2	3	4	5
h. Suitability for field use	1	2	3	4	5
i. Quality	1	2	3	4	5
j. Value for money	1	2	3	4	5
k. Image	1	2	3	4	5
l. Feel of material	1	2	3	4	5
m. Appearance	1	2	3	4	5
n. Laundering qualities	1	2	3	4	5
o. Appropriateness for use	1	2	3	4	5

8. Please think about each of the military issue items listed below and compare them to commercially available alternatives. The scale below goes from 1 ("much better than commercially available items") to 5 ("much worse than commercially available items"). Please indicate where no commercial equivalent exists and/or you have not been issued with the item. Circle one number for each.

	much better than commercially available clothing	better than commercially available clothing	equal to commercially available clothing	worse than commercially available clothing	much worse than commercially available clothing	no commercial equivalent
a. BDU	1	2	3	4	5	n/c
b Issue boots	1	2	3	4	5	n/c
c. Cold weather clothing	1	2	3	4	5	n/c
d. Gloves	1	2	3	4	5	n/c
e. Polypropylene underwear	1	2	3	4	5	n/c
f. T-shirts	1	2	3	4	5	n/c
g. Socks	1	2	3	4	5	n/c
h. ALICE pack	1	2	3	4	5	n/c
i. Sleeping bags	1	2	3	4	5	n/c

9a. In this question we are interested in your general impressions of a range of sock brands. In the first part of the question we would like you to indicate (1) whether you are aware of this brand and (2) if you have used one of their products. You will be asked to rate these same brands in question 8b.

	1. Have you heard used this company		2. Have you ever used their products?	
a. Acorn	YES	NO	YES	NO
b. Bridgedale	YES	NO	YES	NO
c. Dahlgreen	YES	NO	YES	NO
d. EMS	YES	NO	YES	NO
e. Eagle Mills	YES	NO	YES	NO
f. Fox River	YES	NO	YES	NO
g. Klima Wechsel	YES	NO	YES	NO
h. Nike	YES	NO	YES	NO
i. Patagonia	YES	NO	YES	NO
j. REI	YES	NO	YES	NO
k. Smartwool	YES	NO	YES	NO
l. Thorlo	YES	NO	YES	NO
m. Trake	YES	NO	YES	NO
n. Wigwam	YES	NO	YES	NO

9b. Please rate the sock brands listed below based on any information that you have about their reputation for the quality of their products. Use the scale provided below and circle one number for each. Only rate the brands that you know something about, however, it does not matter if you have ever used or bought the products. If you have never heard of a certain brand, circle N/A.

VERY BAD 1	MODERATELY BAD 2	SLIGHTLY BAD 3	NEITHER BAD NOR GOOD 4		SLIGHTLY GOOD 5	MODERATELY GOOD 6	VERY GOOD 7		
	a. Acorn	N/A	1	2	3	4	5	6	7
	b. Bridgedale	N/A	1	2	3	4	5	6	7
	c. Dahlgreen	N/A	1	2	3	4	5	6	7
	d. EMS	N/A	1	2	3	4	5	6	7
	e. Eagle Mills	N/A	1	2	3	4	5	6	7
	f. Fox River	N/A	1	2	3	4	5	6	7
	g. Klima Wechsel	N/A	1	2	3	4	5	6	7
	h. Nike	N/A	1	2	3	4	5	6	7
	i. Patagonia	N/A	1	2	3	4	5	6	7
	j. REI	N/A	1	2	3	4	5	6	7
	k. Smartwool	N/A	1	2	3	4	5	6	7
	l. Thorlo	N/A	1	2	3	4	5	6	7
	m. Trake	N/A	1	2	3	4	5	6	7
	n. Wigwam	N/A	1	2	3	4	5	6	7

10. Please indicate how much you agree or disagree with the following statements relating to MILITARY ISSUE clothing items provided in the 'clothing bag.' Use the scale provided below, circle one number for each.

	very strongly disagree	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	very strongly agree
a. Uses the latest technology	1	2	3	4	5	6	7
b. Is produced to a high quality	1	2	3	4	5	6	7
c. Rigorously tested before issue	1	2	3	4	5	6	7
d. Uses the best materials	1	2	3	4	5	6	7
e. Better than any commercial equivalent	1	2	3	4	5	6	7
f. Is manufactured by the military	1	2	3	4	5	6	7
g. Offers good value	1	2	3	4	5	6	7
h. Uses the latest designs	1	2	3	4	5	6	7
i. Is designed primarily for comfort	1	2	3	4	5	6	7
j. Is not as good as commercial products	1	2	3	4	5	6	7
k. Meets all the soldier's clothing needs	1	2	3	4	5	6	7
l. Should carry a military logo	1	2	3	4	5	6	7
m. Could be improved	1	2	3	4	5	6	7
n. Is overpriced	1	2	3	4	5	6	7
o. Instills confidence in the user	1	2	3	4	5	6	7
p. Should be branded as military	1	2	3	4	5	6	7
q. Is reliable in the field	1	2	3	4	5	6	7
r. Should carry the manufacturer's label	1	2	3	4	5	6	7
s. Should be the same for all military personnel	1	2	3	4	5	6	7

11. Please indicate how much you agree or disagree with the following statements relating to COMMERCIAL clothing items. Use the scale provided below and circle one number for each.

	very strongly disagree	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree	very strongly agree
a. Uses the latest technology	1	2	3	4	5	6	7
b. Is produced to a high quality	1	2	3	4	5	6	7
c. Rigorously tested before issue	1	2	3	4	5	6	7
d. Uses the best materials	1	2	3	4	5	6	7
e. Better than any military equivalent	1	2	3	4	5	6	7
f. Offers good value	1	2	3	4	5	6	7
g. Uses the latest designs	1	2	3	4	5	6	7
h. Is designed primarily for comfort	1	2	3	4	5	6	7
i. Is not as good as military products	1	2	3	4	5	6	7
j. Is overpriced	1	2	3	4	5	6	7
k. Is overpriced	1	2	3	4	5	6	7
l. Instills confidence in the user	1	2	3	4	5	6	7
m. Should be branded as military clothing	1	2	3	4	5	6	7
n. Is reliable in the field	1	2	3	4	5	6	7

APPENDIX B

Interview schedule for focus group discussions

conducted at 29 Palms, November, 1997

Appendix B: Interview schedule for focus group discussions conducted at 29 Palms, November 1997.

INTERVIEW SCHEDULE (29/09/97)

INTRODUCTION

1. SELF
2. *SOLDIERS VIEWS ON MILITARY ISSUE CLOTHING*
3. CONFIDENTIAL

TELL ME A LITTLE ABOUT YOUR STANDARD ISSUE CLOTHING

- GOOD POINTS/ THINGS YOU LIKE
- BAD POINTS/ THINGS YOU DISLIKE ABOUT ISSUE CLOTHING
- THE BEST ISSUE ITEM
- THE WORST ISSUE ITEM

DO YOU BUY ANY ADDITIONAL COMMERCIAL ITEMS

- WHICH PRODUCTS
- WHICH BRANDS (WHY THESE BRANDS)
- WHY? EXPLORE REASONS FOR BUYING

EXPLORE VIEWS ON COMMERCIAL CLOTHING (OUTDOOR/EXPEDITION ETC.)

WHERE DO YOU BUY THEM FROM?

WHAT ARE THE MAIN THINGS YOU CONSIDER IN MAKING A SELECTION

INTRODUCE THE BRAND NAMES

- TEST FOR AWARENESS/ASSOCIATIONS
- ANY SUGGESTIONS FOR NAMES

- TEST FOR PREFERENCES
- LOGO ASSOCIATIONS (WHAT TYPES OF PRODUCTS?)
- APPLICATIONS

WHAT DO YOU THINK ABOUT THE IDEA OF A MARINES BRAND

DISCUSSION ON SOCKS

- GOOD BRANDS/MANUFACTURERS
- WHAT ARE SOLDIERS WEARING
- WHAT FEATURES DO YOU LOOK FOR IN A SOCK?

APPENDIX C

Responses to open questions on OFIG survey

conducted at JRTC, October, 1997

Appendix C: Responses to open questions on OFIG survey conducted at JRTC October, 1997

Question 1 - List of Commercial Clothing Items Purchased
Com 1 - JRTC

15 1 RESOLED JUNGLE BTS-GREAT EXCEPT BONDING;POLY PRO GLOVES-GOOD
20 1 FLIGHT GLOVES
23 1 NOMEX GLOVES-PERFORMED EXTREMELY WELL
24 1 BDU'S
25 1 CAMELBACK-WORKS GOOD,EVERYONE SHOULD BE ISSUED ONE!
26 1 GORTEX SOCKS
27 1 NEW JUNGLES(FIELD USES),NEW SOCKS,GLOVES
29 1 BLACK GORETEX GLOVES - VERY GOOD
31 1 GRN JUNGLE-VERY GOOD;STRETCH FLEECE PATAGONIA-BEST WARM OR WET
32 1 SOCKS & NOMEX GLOVES BOTH PERFORMED GOOD BUT GLOVES WORE OUT QCK
33 1 JUNGLE BOOTS-GREAT,FEET GET MORE AIR AND THEY'RE LIGHTER
35 1 CAMELBACKS-BEST WAY TO CARRY/DRINK WATER
37 1 HITEC BOOTS-MORE COMFORTABLE WHEN ROAD MARCHING
0 1 BOOTS (JUNGLE BOOTS) NI
43 1 COTTON SOCKS-DID NOT KEEP MY FEET AS WARM
47 1 GORTEX GLOVES-KEEP HANDS A LOT WARMER
48 1 FIELD JACKET LINER,KEPT ME TOASTY WARM
52 1 JUNGLE BOOTS-GREAT
53 1 SOCKS, VERY WELL
56 1 COTTON SOCKS-FEEL BETTER THAN WOOL
57 1 GORTEX SOCKS, NOMEX GLOVES, BLACK SOCKS
58 1 BETTER THA ISSUE
61 1 AMERICAN EAGLE SOCKS-TOO THICK TO MOVE IN BUT KEEP FEET WARM.
62 1 SOCKS:BATTERY OPERATED-NOT VERY WARM
63 1 GORTEX SOCKS - VERY WELL
69 1 I BOUGHT NEW BOOTS FOR FILED & NOW I HAVE TO BUY MORE
71 1 BDU CAP, WORKED WELL
72 1 SORBOTHANE BOOT INSOLES-GREAT
74 1 NOMEX GLOVES,GORTEX SOCKS,CAMEL BACK
77 1 WATER PROOF GLOVES W/ HEATER TABS
81 1 GORETEX SOCKS-WORKED GREAT
84 1 THEY PERFORMED VERY WELL
86 1 CRACKERS,FRUIT AND BUG SPRAY
92 1 GORTEX HEAT PADDED GLOVES
95 1 WEDGE SOLES-VERY WELL.MORE TRACTION IN ALL WEATHER,BAD FOR ASPHA
96 1 NOMAX FLIGHT GLOVES
98 1 BLACK GLOVES,OLD JUNGLE BOOTS,BLACK WOOL SOCKS,PADS FOR RUCK SCK
99 1 KOREAN JUNGLE BTS-FELL APART IN 2 WKS.AMERICAN JUNGLE BTS-COMFOR
102 1 SOCKS, POOR
103 1 THERMAX COLD EXTREME WEATHER GARMENTS-KEEPS WARM AND DRY
0 1 GREEN JUNGLE BOOTS-GREAT. COTTON SOCKS-HOLD UP BETTER
110 1 HI-TOP JUNGLE BOOTS
111 1 TANKER BTS-MORE TRACTION & STRPS MAKE TAKING BTS OFF/ON EASIER
115 1 SOCKS-HOLD UP A LOT BETTER THAN THE ISSUE STUFF
118 1 HOT WEATHER PATROL CAP, KEVLAR FOAM INSERTS.
119 1 THORLO SOCKS-EXCELLENT.NOMEX GLOVES-MORE DEXTERITY THAN BLCK GLO
121 1 HIKING SOCKS, NEOPREME GLOVES

122 1 ALTIMA GREEN JUNGLES- VERY UNCOMFORTABLE
 123 1 BOOTS AND UNIFORMS - DECENT
 124 1 BOOTS-OK
 161 1 RAIN JACKETS, SOCK LINERS-BOTH EXCELLENT.GLOVES-OKAY
 162 1 REPLACE MY JUNGLE BOOT SOLES W/ VIBRANT SOLES-MORE COMFORTABLE
 167 1 COCHRAN II JUMP BTS-GOOD.POLYPRO SOCK LINERS-GOOD.
 169 1 GLOVES-WORKED BETTER THAN ISSUE B/C I DIDN'T WORRY ABOUT INSERTA
 175 1 SOCKS-GOOD PERFORMANCE
 226 1 NOMEX GLOVES - GREAT
 228 1 COLD WEATHER GLOVES-GET JOB DONE.NECKOVER-FREQUENTLY USED
 229 1 FLIGHT GLOVES W/ EXTRA LONG WRIST-LETS -GOOD
 230 1 ODOR EATER SOCKS - KEPT FEET DRIER
 233 1 BOOT SOLES (VIBRAM) , SOCKS- HELD UP WELL
 235 1 COMMERCIAL WOOL SOCKS-COMFORTABLE AND OUTLAST STANDARD ISSUE
 236 1 THERMOSREST-BEST ITEM;NOMEX GLOVES-GOOD EXCEPT FOR WIRE
 238 1 NOMEX GLOVES - EXTREMELY WELL
 240 1 THORLON SOCKS- VERY WARM
 241 1 COTTON SOCKS-MORE COMFORTABLE.NOMEX GLOVES-VERY GOOD
 242 1 NOMEX GLOVES,GORTEX SOCKS,MOSQUITO NET FOR FACE,WIDER BELT- GOOD
 243 1 GLOVES - KEPT MY HANDS WARMER
 1 1 HI TECH BOOTS-VERY COMFORTABLE
 7 1 THICKER SOCKS,GLOVES BECAUSE BLACK LEATHER ISN'T WATERPROOF.
 8 1 BOOTS-GOOD,BDUS-WASTE OF MONEY IN THE FIELD
 12 1 GREEN JUNGLE BTS-EXCELLENT,GLOVES-GOOD,BELT(RIGGER) -DURABLE
 127 1 WHITE COTTON SOCKS-PERFORMED MUCH BETTER THAN ISSUED SOCKS.
 128 1 VIBRAM SOLES-WORK GREAT,DIFFERENT SOCKS FOR DIFFERENT ENVIRONMNT
 131 1 A SAW AMMO POUCH TO KEEP STUFF IN-VERY WELL.
 132 1 GORTEX SOCKS-EXCELLENT AND LESS BULKY.
 135 1 THICKER SOCKS-MORE DURABLE,GRAY "SNIPER GLOVES"
 136 1 ALTAMA BOOTS-WELL
 139 1 BLK BURLINGTON SOCK,BLK POLYPRO INSERT&POLYPRO SKIMASK,ALL-GREAT
 140 1 GLOVES-MADE ALL THE DIFFERENCE.
 141 1 SOCKS
 145 1 SOCKS, GLOVES
 147 1 NOMEX GLOVES-OUTSTANDING;GORTEX SOCKS-OUTSTANDING,SHOULD ISSUE.
 148 1 GORTEX GLOVE,WOOL HUNTING SOCK,JUNGLE BOOT-ALL BEETER THAN ISSUE
 149 1 MOSQUITO NET
 150 1 GORTEX GLOVES-KEPT HANDS DRY AND WARM.
 154 1 GLOVES-ISSUE RIP TOO EASY,BOOTS-SOLES ARE VERY HARD ON BACK&SHIN
 155 1 SOCK LINERS ARE THE BEST THING I EVER USED.
 157 1 THICKER SOCKS,FLIGHT GLOVES,LONGJOHNS,THICKER CARGO STRAP BELT
 202 1 SOCKS-GOOD
 209 1 COMPASS
 211 1 WATERPROOF GLOVES&SOCKS,GREEN JUNGLE BTS,BALICLAVA,FIELD JACKET
 212 1 SOCKS GLOVES-EXCELLENT
 213 1 JUNGLE BOOTS-COMFORTABLE,DURABILITY.
 217 1 HERMAN SURVIVOR BOOTS-KEEPS FEET WARM,SKI GLOVES-KEEP HANDS WARM
 222 1 COLD WEATHER BOOTS
 223 1 GORTEX SOCKS,ROCKY BOOTS-THEY WORK MUCH BETTER THAN MILITARY ISS
 225 1 GORTEX SOCKS-GREAT-FEET DRY AND WARM.
 176 1 VIBRAM SOLES WORK EXCELLENT
 182 1 NOMEX FLIGHT GLOVES GOOD, BUNGEE CORD, GOOD, LEATH. MANY USES
 190 1 UNDERWEAR MORE COMFORTABLE
 191 1 PONCHO, LINER, ZIPPERS TO FORM SLEEPING BAG ALL PERFORMED GREAT

196 1 RESOLED ISSUE BOOTS TO MAKE THEM SOFTER AND AID IN TRACTION
197 1 IF BOOTS ARE COMFORTABLE YOU CAN WORK LONGER AND BETTER
198 1 INDIVIDUAL TENT, GREAT SHOULD BE ISSUE

Question 2 - List of Commercial Equipment Purchased
Com 2 - JRTC

14 1 FLASHLIGHT, GERBER
15 1 LEATHERMAN-FANTASTIC,MAG FLASHLIGHT-BETTER THAN MILITARY
17 1 CAMELBACK-EXCELLENT; GERBER-MODERATELY WELL
18 1 LEATHERMAN, FLASHLIGHT-BIG HELP IN THE FIELD
19 1 LEATHERMAN-GOOD
20 1 CAMELBACK,LEATHERMAN,FLASHLIGHT
21 1 LEATHERMAN-VERY WELL
22 1 LEATHERMAN-WORKS GREAT; MINI MAG LIGHTS-WORK GREAT
23 1 CAMELBACK AND LEATHERMAN -EXCELLENT
24 1 LEATHERMAN
25 1 EXCELLENT
26 1 LEATHERMAN, FLASHLIGHT
28 1 CAMELBACKS,LEATHERMAN,FLASHLIGHT,BOOT KNIFE
29 1 UTILITY TOOL(GERBER)-VERY GOOD;FLASHLIGHT/MAG LIGHT-VERY GOOD
30 1 FLASHLIGHT-WORKED EXTREMELY WELL
31 1 LEATHERMAN,MAGLIGHT,STOVE,THERMA REST - ALL GOOD
32 1 GERBER GATOR KNIFE-EXCELLENT BUT WISH BLADE STAYED SHARP LONGER
33 1 CAMELBACKS & LEATHERMAN-EXCELLENT,FLASHLIGHT-SMALLER,MORE DURABLE
34 1 LEATHERMAN-GOOD, FLASHLIGHT-GOOD
35 1 CAMELBACK,GERBER TOOL,MAG LIGHT(2 AA BATTERIES)-ALL EXCELLENT
36 1 LEATHERMAN AND FLASHLIGHT-OUTSTANDING
37 1 CAMELBACKS,LEATHERMAN,MINI MAG LIGHTS,CAMMO PAINT
39 1 CAMELBACK-GOOD,LEATHERMAN & MAGLIGHT-LOST THEM BOTH!
40 1 GOOD
41 1 CAMELBACK-GOOD FOR ROAD MARCHES
0 1 CAMELBACKS
43 1 LEATHERMAN, EXTREMELY HELPFUL
45 1 LEATHERMAN - GREAT
47 1 MAGLITE-SMALLER & MORE DURABLE;LEATHERMAN-HANDY TO HAVE
48 1 LEATHERMAN,IT HAS LOOSENED UP WITH TIME
52 1 FLASHLIGHT,LEATHERMAN - CAME IN HANDY
53 1 LEATHERMAN,MINI MAG LITE,BUNGEE CORDS-ALL VERY WELL.HAMMOCK-BAD
54 1 CAMELBACKS,FLASHLIGHTS-BOTH OK. LEATHERMAN-VERY GOOD.
55 1 CAMELBACK,LEATHERMAN,FLASHLIGHT
56 1 LEATHERMAN AND SMALL FLASHLIGHTS - GREAT
57 1 CAMELBACK-GREAT,LEATHERMAN-HANDY FIELD TOOL,FLASHLIGHT-MAG LIGHT
58 1 CAMELBACK
59 1 CAMELBACKS ARE A VERY IMPORTANT TOOL IN STAYING HYDRATED,EASY TO
60 1 MAG LIGHT, LEATHERMAN
61 1 CAMELBACK AND LEATHERMAN-BOTH ARE GREAT AND SHOULD BE ISSUED
62 1 LEATHERMAN & CAMELBACKS-GREAT
63 1 MAG LIGHT-SMALLER/EASIER TO USE; GERBER-GREAT
64 1 LEATHERMAN SUPER TOOL-PERFORMS GREAT
65 1 LEATHERMAN AND KNIFE - PERFORMED EXCELLENT & CAME IN HANDY
66 1 LEATHERMAN/EXTREMELY WELL
67 1 FLASHLIGHT-PERFORMED EXCELLENT,DURABLE
68 1 LEATHERMAN
69 1 LEATHERMAN-WORKS GREAT, FLASHLIGHTS
71 1 MAGLIGHT-EXCELLENT,550 CORD-WORKED WELL,PRESSURE SENS ADHESV TAB
72 1 LEATHERMAN,FLASHLIGHT,HOT POT-ALL GOOD
73 1 CAMELBACKS ARE AWESOME.EVERYONE USES LEATHERMEN.

74 1 CAMELBACKS, LEATHERMAN, FLASHLIGHTS, NOMEX GLOVES, PENS, GORTEX SOCKS
 75 1 MINIMAG FLASHLIGHTS ARE THE BEST; LEATHERMEN ARE GREAT FIELD TOOL
 76 1 MAGLITE: SMALL AND EFFICIENT
 77 1 LEATHERMEN, CAMELBACKS, ASSAULT PACKS
 78 1 FLASHLIGHT - VERY WELL
 79 1 MINIMAG FLASHLIGHT-GOOD, BLUE STOVE-GOOD, LEATHERMAN-OK
 80 1 CAMELBACK-EXCELLENT, LEATHERMAN-GREAT, MINIMAG LIGHT-GREAT
 81 1 THERMOREST, CAMELBACK, MINI MAGLIGHT-EXCELLENT; GERBER-ADEQUATE
 82 1 LEATHERMAN AND MILITARY LOOKING WATCH
 83 1 LEATHERMAN AND FLASHLIGHT-GOOD, EFFICIENT
 84 1 FLASHLIGHT, GLOVES, SOCKS, CLD WEATHER BOOTS - VERY GOOD
 89 1 MINI FLASHLIGHT-VERY WELL, LIKED IT BETTER THAN BIG L-SHAPED ONES
 91 1 GERBER AND FLASHLIGHT - VERY USEFUL
 92 1 LEATHERMAN, MAGLIGHT, GERBER
 93 1 GERBER MULTIPLIER TOOL-WORKS WELL AND USED OFTEN
 95 1 SUPERTOOL, LEATHERMAN-CAN'T DO WITHOUT THEM!
 96 1 CAMELBACK, LEATHERMAN, MINI-MAGLIGHT-ALL EXCELLENT
 97 1 LEATHERMAN, FLASHLIGHT-EXCELLENT
 98 1 LEATHERMAN, HEAT TABS, MINI MAGLIGHT
 99 1 GERBER, GREEN FINGER LIGHT, -GREAT. RIGHT ANGLE FLASH LIGHT
 101 1 MAGLITE-PERFORMS BETTER THAN FLASHLIGHT
 103 1 GERBER-GREAT, CAMELBACK-WELL, MAG LIGHT-EASY TO HANDLE
 0 1 LEATHERMAN, SPIDER CO KNIFE, MAG LITE, CAMMO FACE PAINT
 106 1 GERBER MULTI TOOL-VERY USEFUL IN FIELD
 107 1 LEATHERMAN'
 108 1 GERBER MULTI TOOL, GERBER GATOR, SPEC PLUS CONTACT KNIFE-ALL WELL
 109 1 FLASHLIGHT, GERBER - GREAT, VERY NEEDED
 110 1 SHRADE TOUGHMAN MULTI TOOL-VERY WELL AND DURABLE
 111 1 LEATHERMAN
 113 1 LEATHERMAN SUPERTOOL - WORKS GREAT
 114 1 LEATHERMAN-HANDY/DURABLE; MINI MAGLIGHT-SMALLER W/ SAME LIGHT
 115 1 MINIMAG & GERBER TOOL-CAME IN HANDY, BETTER THAN ISSUED STUFF
 116 1 SMALL MAGLIGHT-EASIER TO HOLD
 118 1 GERBER TOOL, MAGLITE, WET CAMMO IN TUBE, G-SHOCK WATCH, CARGO WEB BLT
 119 1 LEATHERMAN-EXCELLENT. MINIMAG LITE-GOOD. GERBER, BENCHMADE KNIFE-GD
 120 1 LEATHERMAN & MINIMAG LIGHT -BOTH PERFORM WELL
 121 1 SOG PLIERS
 122 1 GERBER SUPERTOOL-EXCELLENT
 123 1 CAMELBACKS-NOT ALLOWED TO WEAR, LEATHERMAN-GOOD
 124 1 CAMELBACK, LEATHERMAN-GOOD
 125 1 MAGLIGHT - BETTER BECAUSE IT'S NOT SO BIG
 161 1 PERFORMED EXCELLENT
 162 1 CAMELBACK-NOT AUTHORIZED TO USE. QUICK FASTENER FOR RUCK & BUTT P
 163 1 GERBER MULTI PLIER, COMMERCIAL GLASSES, MAG MINI LIGHT-GOOD
 167 1 MINIMAG LITE-GREAT; GERBER GATOR-EXCELLENT; GERBER MULTIPLIER-EASY
 168 1 MAGLITE-LASTS LONGER ON BATTERIES THAN OTHER TYPES
 169 1 MAGLIGHT-SMALLER AND MUCH EASIER TO USE
 170 1 STOVE- HEAT WATER FOR COFFEE
 171 1 LEATHERMAN, MAGLIGHT FLASHLIGHTS, - PERFORMED SATISFACTORALLY
 172 1 CAMMO ALOT BETTER THAN ISSUE
 173 1 LEATHERMAN
 175 1 MAGLIGHT-GOOD, SOG LEATHERMAN- GREAT
 226 1 CAMELBACK - GREAT
 227 1 CAMELBACKS/ PERFORMED WELL

229 1 "SOA" W/ PERFORATED BLADE - GOOD
 230 1 LEATHERMAN-VERY USEFUL, COMES IN HANDY
 231 1 LEATHERMAN - OUTSTANDING
 232 1 LEATHERMAN - VERY WELL
 233 1 CAMELBACK, LEATHERMAN, MAGLIGHT - BEST INVENTIONS FOR INFANTRY
 234 1 LEATHERMAN, MAG LIGHT
 235 1 CAMELBACK--EASIER THAN CANTEEN; SOG-USEFUL; MINIMAGLIGHT-EASY AND
 236 1 CAMELBACK AND THERMOSREST -OUTSTANDING
 237 1 MAGLIGHT AND GERBER - EXCELLENT
 238 1 CAMELBACKS-BOTH ARE A MUST HAVE FOR INFANTRY. LEATHERMAN
 239 1 CAMELBACK-EASY TO USE. THERMOSREST-BETTER THAN SLEEP PAD
 240 1 CAMELBACK, LEATHERMAN, MINI MAGLIGHT - OUTSTANDING
 241 1 CAMELBACK-EXCELLENT; LEATHERMAN-PRACTICAL; MINI MAGLIGHT-CONVENIENT
 242 1 CAMELBACKS, GERBER, MINI MAGLITE, BUNGI CRDS, ROCK CLIMB D-RING-GOOD
 243 1 FLASHLIGHT - LIGHTER AND SMALLER
 244 1 LEATHERMAN, FLASHLIGHTS,
 245 1 CAMELBACK-GREAT
 1 1 LEATHERMAN, FLASHLIGHTS
 3 1 SOG POWER TOOL, WORKS GREAT, SHOULD BE ISSUED.
 4 1 CAMELBACK, MAGLIGHT, GERBER, SPYDERCO KNIFE, OFF MOSQUITO REPELLANT.
 5 1 LEATHERMAN (DIDN'T GET ISSUED ONE), FLASHLIGHT (YOURS IS TOO BIG)
 6 1 CAMMO, CAMELBACKS, LEATHERMAN
 7 1 CAMELBACKS BECAUSE YOU ALWAYS RUN OUT OF WATER.
 8 1 LEATHERMAN-GREAT, FLASHLIGHT-GOOD
 9 1 CAMELBACK-GOOD FOR HYDRATION, LEATHERMAN, FLASHLIGHT
 10 1 CAMELBACK-I STAYED HYDRATED
 11 1 LEATHERMAN, CAMELBACKS-DON'T WEIGH DOWN YOUR HIPS, CONVENIENT.
 12 1 FLASHLIGHT, LEATHERMAN, SLEEPING BAG-ALL EXCELLENT
 13 1 GERBER MULTIPLIER-EXCELLENT, FLASHLIGHT-VERY GOOD.
 126 1 LEATHERMAN-COMES IN HANDY, MAGLITE-SMALL, YET VERY USEFUL.
 127 1 CAMELBACK, LEATHERMAN, PROPANE STOVE
 128 1 CAMELBACKS, LEATHERMANS-LIFESAVERS, MINI MAGLITES-SMALL, EFFECTIVE
 129 1 CAMELBACKS, LEATHERMAN, FLASHLIGHT-SMALL LIGHT FOR WEAPON
 130 1 SUPER LEATHERMAN-CAN'T BE BEAT-USE IT FOR EVERYTHING
 131 1 LEATHERMAN/GERBER, ALWAYS USE MEDICAL SCISSORS ISSUED TO MEDICS.
 132 1 SMALL FLASHLIGHT-CAN BE WORN EASILY ON LCE, LEATHERMAN
 133 1 LEATHERMAN-JUST PLAIN NECESSARY, MAGLITE-WAY BETTER ALL AROUND
 134 1 CAMELBACK, LEATHERMAN, FLASHLIGHT-ALL WORK WONDERFUL
 135 1 CAMELBACK, LEATHERMAN, MAGLITE-EXCELLENT FOR FIELD USE.
 136 1 MAGLIGHT-WELL, GERBER-WELL
 137 1 GERBER-EVERY INFANTRY SOLDIER SHOULD BE ISSUED ONE.
 138 1 CAMELBACK-GREAT, LEATHERMAN IS A NECESSITY.
 139 1 CIVILIAN AIR MATTRESS-WORKED GREAT.
 140 1 CAMELBACK-GREAT, MULTI TOOL-GREAT, KNIFE-WONDERFUL
 142 1 LEATHERMAN-VERY HANDY AS KNIFE, SCREWDRIVER OR PLIERS
 143 1 LEATHERMAN-ALWAYS VERY HANDY-USE IT FREQUENTLY IN THE FIELD.
 144 1 CAMELBACKS, GERBER, MINI MAG RED LENS FLASHLIGHT.
 145 1 LEATHERMAN, FLASHLIGHT, CAMELBACKS
 146 1 LEATHERMAN, FLASHLIGHT, BATTERIES, KNIFE, 550CORD, TAPE, HOT POT
 147 1 CAMELBACK-WELL, GERBER TOOL-OUTSTANDING, MAG LIGHT-OUTSTANDING
 148 1 LEATHERMAN SUPERTOOL-SUPERB, BUCK KNIFE-GOOD
 149 1 LEATHERMAN
 150 1 LEATHERMAN-COULDN'T LIVE WITHOUT IT.
 151 1 GERBER TOOL, FLASHLIGHTS, POCKET KNIFE WITH SHEATH.

153 1 GERBER KNIFE,GOOD STRONG BLADE
 154 1 LEATHERMAN-GOOD, FLASHLIGHT-GOOD, THERMAREST-VERY GOOD.
 155 1 CAMELBACK,LEATHERMAN,MAGLITE,CAMO CREME-ALL VERY GOOD.
 156 1 ALL LEATHERMAN TYPE TOOLS BREAK TOO EASILY,PLYER TOOL-TOO SHARP.
 157 1 CAMELBACK,SUG PLIERS,GERBER GATOR,MINIMAG,WATERPROOF PAPER
 158 1 CAMELBACKS SHOULD BE ISSUED,LEATHERMAN-ALWAYS NEED FOR SOMETHING
 159 1 CAMO PURCHASED IN SPORTING GOODS STORE WORKS BETTER.
 160 1 GERBER TOOL,GERBER GATOR,GERBER LMF-ALL EXCELLENT
 201 1 GERBER HAND TOOL,CAMELBACK,GERBER KNIFE-ALL EXCELLENT
 202 1 MOSQUITO NET-GOOD,HAMMOCK-FAIR
 203 1 CAMELBACK-EXCELLENT,SUPER LEATHERMAN-EXCELLENT,MAGLITE MICRO-EXC
 204 1 LEATHERMAN-EXTREMELY HANDY,SMALL MAGLITE-EXTREMELY HANDY
 205 1 LEATHERMAN-VERY GOOD
 207 1 LEATHERMAN,FLASHLIGHT,550CORD,CANDLES,WALKMAN,BATTERIES,VITAMINS
 209 1 CAMELBACK,LEATHERMAN,FLASHLIGHT
 210 1 LEATHERMAN-WORKED GOOD FOR SMALL PROBLEMS.
 211 1 CAMELBACK,LEATHERMAN,FLASHLIGHT-ALL EXCELLENT.
 212 1 CAMELBACK,LEATHERMAN,FLASHLIGHT-EXCELLENT
 214 1 CAMELBACK-EXCELLENT,LEATHERMAN&GERBER-HANDY,MAGLIGHT
 216 1 CAMELBACK,LEATHERMAN,MINI MAGLITE
 217 1 LEATHERMAN,PERFORMS VERY WELL BUT BULKY.
 218 1 REALLY LIKE CAMELBACK,GERBER TOOL FOR CUTTING,MINIMAGLITE-EASIER
 220 1 CAMELBACK-NEEDS TO BE STANDARD ISSUE),LEATHERMAN,FLASHLIGHT
 221 1 GERBER MULTIPURPOSE TOOL-PLENTY OF USE FOR IT IN THE FIELD.
 223 1 LEATHERMAN & MAGLITES ARE GREAT-THEY SHOULD BE ISSUED.
 224 1 CAMELBACK-OUTSTANDING,LEATHERMAN SUPER TOOL-BEST TOOL.
 225 1 LEATHERMAN-GREAT,MAG LITE-GREAT-BETTER THAN ARMY FLASHLIGHT.
 176 1 CAMELBACKS, LEATHERMAN, FLASHLIGHTS
 177 1 GERBER PERFORMED GREAT
 178 1 LEATHERMAN WHEN THEY DON'T BREAK THEY WORK VERY WELL
 179 1 LEATHERMAN WORKED EXCELLENT
 181 1 MAG LITE, EXTREMELY WELL
 182 1 LEATHERMAN, SHOULD MAKE STANDARD ISSUE, AND GERBER TOOL
 183 1 LEATHERMAN IN THE FIELD NEED TO CUT AND STRIP SOME WIRE
 184 1 CAMEL BACK GAVE US WATER, GREAT, MAGLIGHT, HIGHQUALITY AND DEP.
 185 1 MAGLIGHT, KNIFE KEY LABOR, SWISS ARMY ALL PERFORM WELL
 190 1 FLASHLIGHT EXCELLENT, KNIFE, VERY USEFUL, LEATHERMAN, GREAT
 191 1 CAMELBACKS, LOVE THEM, MAG LIGHTS OUTSTANDING, INSECT NETTING TO
 194 1 SOG-MULTITool, SPEC PLUS COMBAT KNIFE, VERY WELL, GERBER TOOL
 195 1 VERY WELL
 196 1 MINI-MAG EXCELLENT, AND GERBER
 198 1 LEATHERMAN ALL AROUND TOOL
 199 1 LEATHERMAN GREAT CAN'T GO WITHOUT
 200 1 LEATHERMAN GREAT, MAGLIGHT GREAT, FINGERLIGHT GREAT

Question 3 - Purchase of Commercial Items if Money were not a factor
Com 3 - JRTC

14 1 CAMELBACK, BIVY SACK
15 1 GORTEX SLEEPING BAG,LARGER RUCK
17 1 THERMOREST, LIGHTWEIGHT GORTEX SLEEPING BAG
18 1 GORTEX SOCKS
19 1 CAMELBACK,KNIVES,MORE PONCHO LINERS & FIELD JACKET LINERS
20 1 DIFFERENT SOLE FOR BOOTS
23 1 THERMO REST
25 1 SPACE BLANKET,CAMEL BACK,GLOVES, SOCKS
26 1 GORTEX BOTTOMS, SOCKS
27 1 PONCHO WITH LINER, CAMELBACK
28 1 TENTS, STOVES
29 1 GORETEX SOCKS
30 1 CAMELBACK, SLEEPING BAG
31 1 BETTER SOLES FOR BOOTS;MODIFY RUCK;INTERNAL FLAME
33 1 CAMELBACK,FLASHLIGHT,LEATHERMAN
34 1 BETTER SOLES FOR BOOTS
35 1 BETTER BOOTS
37 1 BOOTS:HITEC OR GORTEX LIGHTWEIGHT,BETTER ALICE PACK,CMLBCK,GLOVS
38 1 STOVE, FLASH LIGHT
39 1 TENT,TRUCK,BATH TUB,WASHER,DRYER
40 1 HEATER
41 1 CAMELBACK, GERBER TOOL
43 1 CAMELBACK
45 1 BOOTS, SOCKS, LONG UNDERWEAR
46 1 CAMELBACK,SOG POWER PLIERS,NEW BOOTS-COMFORTABLE SOLE
47 1 GORTEX GLOVES,GORTEX SLEEPING BAG,MAG LITE
48 1 SURVIVAL KNIFE,BUNGEE CORDS,550 CORDS
49 1 BUG NETS
50 1 PERSONAL TENT, SLEEPING BAG(INTERCHANGABLE WEATHERS/WETTNESS)
51 1 DANNER BOOTS,GORETEX RUCK,WARMER GLOVES
53 1 A BETTER HEATER FOR WINTER TIME USE
54 1 MINI STOVE,SPACE BLANKET,POCKET OR HAND WARMER
56 1 SMALL FLASHLIGHT, LEATHERMAN
58 1 TOO ANY TO LIST
60 1 CAMELBACKS
63 1 GORTEX GLOVES, BETTER KNIVES
65 1 CAMELBACK,LEATHERMAN,INDIVIDUAL SLEEPING TENT
69 1 FLASHLIGHT, LEATHERMAN
70 1 GORETEX BOOTS, BETTER SOCKS
71 1 HANDHELD 2-WAY RADIOS;PERSONAL MILITARY ISSUE-TYPE COMPASS
72 1 ADD ON POUCHES FOR RUCK SACK
73 1 KNIVES,GERBERS(LEATHERMEN),CAMELBACKS
77 1 CAMELPACKS,ASSAULT PACK,BUNGIES
78 1 HEAT TABS, STOVE, GLOVES
79 1 BETTER NIGHT VISION,MORE COMFORTABLE LCE,THICKER PONCHOS
80 1 CAMELBACK
81 1 THERMOREST,CAMELBACK,LIGHTWEIGHT/COMPACT COLD WEATH SLEEPING BAG
82 1 LIGHTER KEVLAR, GORTEX SOCKS
83 1 EXTRA KNIFE, COMPASS
84 1 GORTEX BOOTS,SOCKS,GLOVES
85 1 GORTEX SOCKS

87 1 SLEEPING BAGS, WATER-PROOF BOOTS
 89 1 SMALL TENT FOR PERSONAL USE, WATER-PROOF SOCKS AND LINERS
 91 1 HEAT TABS-SMALL COMPACTED SLEEPING BAG
 92 1 GERBER, GREEN JUNGLES
 93 1 PERSONAL DOME TYPE TENT
 95 1 SELF WARMING GLOVES, GORTEX SOCKS
 96 1 GORTEX SOCKS/BOOT LINER/GLOVES, ASSAULT PACK
 97 1 KNIFE, LEATHERMAN, PORTABLE SHOWER BUFFALO, FLAMELESS HEATER
 98 1 CAMELBACK, MORE FOOD, ONE-MAN TENT, AIR MATTRESS
 99 1 GORTEX RUCK, A NEW HIP PAD FOR RUCK
 102 1 MORE COLD WEATHER ITEMS, WARMER BOOTS
 103 1 EUREKA PUP TENT
 104 1 LEATHERMAN AND TENTS
 106 1 BOOTS
 107 1 TENTAGE
 108 1 PORTABLE GAS STOVE, WORK GLOVES, INSOLES, FLD SHAV MIRRO
 109 1 BETTER GLOVES FOR WARMTH
 111 1 GLOVES, SWEATERS
 112 1 JUMPBOOTS
 113 1 LEATHERMAN
 115 1 HIGH QUALITY BUCK FIELD KNIFE
 116 1 JUNGLE BOOTS, SMALL MAG LIGHT, LEATHERMAN
 117 1 LEATHERMAN, BLCL JUNGLE BTS, BROWN T-SHIRT W/ UNSTRETCHABLE NECK
 118 1 GERBER TOOL, MAGLITE, CARGO WEB BLT, G-SHOCK WATCH, WET CAMMO IN TUB
 119 1 SLEEPING PADS, RUCK SACKS, SOCKS
 120 1 DIFFERENT ALICE PACK FRAME, SM SHOWER BAG, SCOPE, SAFETY GLASSES
 121 1 MULITFUEL STOVE FOR COFFEE
 122 1 AIR MATTRESS
 123 1 CAMELBACKS, LEATHERMAN, SOCKET SETS
 124 1 LEATHERMAN
 125 1 CAMMO, SOCKS, BOOT SOLES, KNIFE
 161 1 THEY ARE MORE COMFORTABLE AND DURABLE
 162 1 BIGGER RUCK. GOOD KNIFE, LEATHERMAN
 163 1 BETTER FITTING, MORE DURABLE, COMFORTABLE RUCKSACK.
 164 1 ALL OF THEM
 165 1 LEATHERMAN, CAMPING HEATER, WATCH
 168 1 CAMELBACK, GERBER PLIERS TOOLS
 169 1 CAMELBACK, MORE HOT WEATH BTS, KNEE & ELBOW PADS, MORE SOCKS
 171 1 USE DIFFERENT RUCK SYSTEM THAT'S MORE DURABLE, COMFY AND SPACIOUS
 172 1 BOOTS AND SOCKS, RUCK SACKS
 174 1 BETTER RUCK SACK STRAPS, BETTER PADDING FOR LCE RUCK
 175 1 CAMELBACK - IF ALLOWED
 226 1 GORTEX SOCKS, UNDER UNIFORMS GORTEX
 227 1 GORTEX SLEEPING BAG
 228 1 MAG LIGHT, CAMELBACK, LEATHERMAN SUPERTOOL
 229 1 GORTEX JACKET SUBSTITUTE, SOMETHING MORE WATERPROOF; GLOVES
 230 1 COMPASS WATCH
 231 1 CAMELBACK, GERBER KNIVES, LEATHERMEN
 232 1 CAMELBACK, BETTER BOOTS
 233 1 STOVE WITH FUEL, MORE FOOD
 234 1 GORTEX SOCKS, COLEMAN HEATER
 235 1 RAINSUITS AND PONCHOS
 236 1 BETTER LBE SYSTEM
 237 1 CAMELBACK

238 1 TARPS
 239 1 SPACE BLANKET
 240 1 "H" SUSPENDERS FOR LCE THAT ARE CAMELBACK COMPATABLE
 241 1 GORTEX SLEEPING BAG AND INDIVIDUAL TENTS
 242 1 MINI HEATER FOR FOOD, ANOTHER CAMELBACK
 2 1 CAMEL BACKS, LEATHERMAN
 6 1 BUNGY CORDS, CLEANING KITS, NOTHING MAJOR
 7 1 GORTEX EVERYTHING TOP, BOTTOM, SOCKS, GLOVES
 11 1 AIR MATTRESS, CAMELBACKS, FASTEX CLIPS ON RACKS & BUTTPACKS
 12 1 GREEN JUNGLE BOOTS, GLOVES, CAMELBACKS
 13 1 CAMELBACK, THERMAREST
 126 1 SLEEP PAD, GORTEX SOCKS, RUCKSACK, WWGEAR, MORE COMFORTABLE BOOTS.
 127 1 CLEANING KITS, PONCHOS
 128 1 KEROSENE HEATERS, FLASHLIGHT, CAMELBACK, GORTEX UNDERGARMENTS
 129 1 BOOTS FOR COMFORT
 130 1 COLEMAN RUCK FRAME
 131 1 CAMELBACKS, A BETTER PONCHO
 132 1 MOSQUITO NET FOR HEAD & COT THAT WORKED, MORE COMFY BALLISTIC HELMET
 133 1 BIVEY OR SMALL TENT-LIGHTER, SMALLER PACK THAN OTHERS.
 134 1 BUTANE STOVES
 135 1 LEATHERMAN-GERBER-MAGLIGHT-CAMELBACK
 136 1 BOOTS, KNIVES, RUCKSACK, UTILITY TOOLS (E TOOL, WIRE CUTTERS, ETC.)
 137 1 BETTER WET WEATHER GEAR.
 138 1 RESOLE BOOTS, BETTER RUCK
 140 1 CAMMO TARP, COOK STOVE, HEAT PACKETS
 141 1 BDUS, GLOVES, BOOTS
 142 1 LEATHERMAN, GORTEX SOCK LINERS
 145 1 TENTS, ALICE PACK-POCKETS THAT CLOSE, ZIPPERS, VELCRO, BETTER FRAME.
 146 1 LEATHERMAN, FLASHLIGHT, BATTERIES, KNIFE, 550 CORD, TAPE, HOT POT
 147 1 GORTEX BOOTS, GORTEX SLEEPING BAG, PORTABLE STOVE, SHOULDERPADS LCE
 148 1 GORETEX BOOTS, GORETEX SOCKS, CAMELBACKS
 149 1 GORTEX SOCKS
 150 1 GORTEX SLEEPING BAG, MATTERHORN BOOTS
 152 1 DEPENDS ON HOW LONG FIELD PROBLEM IS & WHAT TYPE OF EXTRA EQUIPMENT
 154 1 SMALL STOVES, LIGHTWEIGHT, THERMAREST
 155 1 GORTEX SOCKS, CAMELBACKS
 156 1 REGULAR HIKING BOOTS, COMFORTABLE RUCKSACK AND LBE.
 157 1 BETTER RUCKFRAME & LCE & ALICE, HI TEC OR JUNGLE BTS, 4 POWER SCOPES
 160 1 100 RND MAGS, DAY SITE OPTICS, CAMELBACK, LASER SIGHTS, PAINTBALL
 202 1 ONE MAN TENT, AIR MATTRESS, LIGHT KITS
 203 1 GERBER KNIVES-BETTER QUALITY THAN BAYONETS
 204 1 BOOTS, SOCKS, LEATHERMAN, MAG LITE
 205 1 TENT
 206 1 SNACK AT MY DISCRETION.
 207 1 PERSONAL SCOPE FOR WEAPONS, BOONIE HATS, ANOTHER LEATHERMAN, HANDGUN
 211 1 A WATERPROOF SLEEPING BAG COVER OR A SMALL 1 MAN TENT.
 212 1 STOVES, CAMELBACKS
 213 1 GLOVES, BOOTS, CAMELBACKS
 215 1 GERBER, LEATHERMAN, FLASHLIGHT, ALL PURPOSE KNIFE
 216 1 BUCK TOOL, GERBER GATOR KNIFE, DURABLE TOOL BOX.
 217 1 BUT UNIT WOULD NOT ALLOW ANY USE IF NOT GOVT ISSUED.
 218 1 CAMELBACK, LEATHERMAN, FLASHLIGHTS, PONCHO LINER WITH ZIPPER.
 219 1 LEATHERMAN, GERBER, CIGARETTES, CAMELBACK
 220 1 AIR MATS, AIR PILLOW, THICKER WOOL

221 1 GERBER, 1 OR 2 MAN POP UP TENT.
222 1 CAMEL BACK AND BETTER GLOVES
223 1 CAMELBACKS, COMMERCIAL GORTEX, LEATHERMAN, MAGLITE, ARCTIC GLOVES
224 1 RUCK STRAPS, KIDNEY PAD, AIR MATTRESS, CAMELBACK, RUCK FRAME, POUCHES
225 1 GORTEX SOCKS, LEATHERMAN, MAG LITE
176 1 ALL KINDS OF KNIVES, CAMPING EXTRA'S AND SOLES
177 1 LEATHERMANS, GERBERS
179 1 WET WEATHE GEAR, SWIVEL GEAR IN GENERAL
181 1 BOXERS, CAMEL BACK
182 1 PONCHO LINERS SHOULD BE ISSUED WITH ZIPPERS IN THEM
183 1 GLOVES, USE A LEATHER WITH THIN LINER
184 1 MAGLIGHT, LEATHERMAN, CAMELBACK
185 1 WEIGHT IS A FACTOR, A HUMVEE
188 1 RUCK SACKS
190 1 BOOTS, GLOVES, COLD WEATHER GEAR
191 1 BOOTS, SOCKS, SLEEPING BAG, FASTTECH CLIPS FOR BUTTPACK
192 1 AIR MATTRESS WE NEED LIGHT WEIGHT
193 1 NIGHT VISION GOGGLES, MAGLIGHTS, GOOD DURABLE GLASS FRAMES
194 1 NIGHT SCOPE FOR RIFLES
196 1 BACK PACK RUCK SACKS
197 1 CAMELBACK LEATHERMAN
198 1 INDIVIDUAL TENT, GORTEX SOCKS AND LEATHERMAN

Question 4a - List of Commercial Items that are better than Military Issue Items

Com 4a - JRTC

- 14 1 BACK PACK, COLD WEATHER GEAR, BOOTS, GLOVES
- 15 1 MAG FLASHLIGHT, LEATHERMAN
- 17 1 SLEEPING BAGS
- 18 1 GORTEX SOCKS, CAMO PACKS
- 19 1 SLEEPING BAGS
- 21 1 FLASHLIGHTS, SLEEPING BAGS, LBE
- 23 1 THERMOREST, LEATHERMAN, CAMELBACK
- 24 1 CAMELBACK
- 25 1 CAMEL BACK, SPACE BLANKET
- 31 1 THERMA REST, MAG LIGHT, PATAGONIA STRETCH FLEECE
- 33 1 EVERYTHING
- 34 1 FLASHLIGHT BECAUSE THEY ARE SMALLER
- 35 1 BOOTS, GLOVES, RUCKS, PARACHUTES, SOCKS, VEHICLES
- 0 1 BOOTS
- 47 1 GORTEX GLOVES AND SLEEPING BAG, MAG LITE
- 49 1 COLEMAN PRODUCTS
- 51 1 GORETEX: RUCKS, GLOVES AND INSULATED BOOTS
- 52 1 LEATHERMAN
- 53 1 DUE TO COSTS, ARMY HAS BID SYSTEM THAT DOESN'T GIVE TOP QUALITY
- 56 1 COTTON SOCKS
- 59 1 CAMELBACK
- 60 1 CAMO PACKS, BDU'S, SOCKS, T-SHIRTS, UNDERWEAR, WET WEATHER GEAR
- 61 1 RAINJACKETS, CANTEENS
- 62 1 RUCK FRAMES, RUCK KIDNEY PAD
- 63 1 GORTEX GLOVES, GORTEX SOCKS, MAG LIGHT, GERBER KNIFE
- 66 1 TENTS
- 71 1 MAGLIGHT, OLIVE DRAB JUNGLE BOOTS
- 72 1 BOOT INSOLES, COLD WEATHER SOCKS, WET WEATHER GEAR, PARKA, PANTS, PON
- 73 1 MANY
- 77 1 CAMEL PACKS
- 79 1 SLEEPING BAGS, PONCHOS, BOOTS, GLOVES, SOCKS, POLY PRO, NIGHT VISION
- 80 1 LEATHERMAN, MINI MAGLIGHT
- 81 1 SLEEPING BAGS, AIR MATTRESSES
- 82 1 GORTEX SOCKS
- 83 1 CAMELBACK
- 84 1 GLOVES AND BOOTS
- 85 1 GORTEX SOCKS AND GLOVES
- 86 1 FLASHLIGHTS
- 91 1 RAIN GEAR
- 92 1 TOO MANY TO LIST
- 93 1 TENTS, HAND TOOLS (GERBER)
- 95 1 GORTEX SOCKS, CONCERTINA GLOVES
- 96 1 GORTEX SOCKS, BOOT LINERS, GLOVES, ASSAULT PACK
- 98 1 CAMELBACK, ONE-MAN TENT, AIR MATTRESS
- 99 1 VARIOUS EXTERNAL FRAME PACKS, CAMELBACKS, MATTERHORNS, CPOGS
- 102 1 BOOTS, GLOVES, COLD WEATHER JACKET
- 103 1 PUP TENTS, MAG LIGHTS
- 104 1 COMMERCIAL TENTS ARE LIGHTER AND EASIER TO SET UP
- 0 1 GORTEX GLOVES W/CUFF, COTTON SOCKS, JUNGLE BOOTS
- 106 1 BOOTS, THERE ARE MORE COMFORTABLE BOOTS

108 1 JUNGLE BTS,PERSONAL SOCKS,CLEANING KITS
 109 1 GLOVES,UNERWERAR,SOCKS
 110 1 JUNGLE BOOTS NAD MULTI TOOLS
 111 1 COLD WEATHER EQUIPMENT
 114 1 IN GENERAL
 115 1 SOCKS,FLASHLIGHTS,RUCK SACK SYSTEMS
 118 1 CAMMO PACKS,BOOTS-"WOLVERINE-DURA SHOCK" BRAND
 119 1 T-SHIRTS, SOCKS
 121 1 SOCKS,STOVE,GLOVES
 125 1 CAMO,SOCKS,BOOT SOLES,KNIVES\
 161 1 WATER/COLD PROTECTANT; DURABLE
 163 1 VARIOUS RUCKS AND SLEEPING BAGS.FLASHLIGHTS BY MAG LIGHT
 164 1 ALL OF THEM
 165 1 SOCKS
 167 1 SLEEP MATTRESS, CAMELBACK
 169 1 BOOTS,FLASHLIGHT,SOCKS
 170 1 NOT GIVEN STOVES
 171 1 ALMOST EVERYTHING IS BETTER
 172 1 BOOT SOCKS
 174 1 THINGS TO HELP MAKE EQUIPMENT MORE COMFORTABLE
 175 1 CAMELBACK,LEATHERMAN,SOCKS-GORETEX
 226 1 RUCK SACKS
 229 1 GLOVES
 233 1 RUCK SACKS,WET WEATHER GEAR,MAGLIGHTS,CAMELBACKS
 235 1 PONCHOS,RAINSUITS,WET WEATHER BAGS
 236 1 SOCKS,T-SHIRTS,BOOTS,LBE'S
 238 1 SIZE-SOME ITEMS ARE SMALLER OR USE COMMERCIAL BATTERIES
 240 1 LCE, RUCK SACKS
 241 1 CAMELBACK - 2QT
 242 1 CAMELBACK,GERBER TOOL,MINIMAGLITE
 245 1 SOLES FOR BOOTS
 7 1 GORTEX SOP
 11 1 AIR MATTRESS,CAMELBACKS,FASTEX
 12 1 FASTTEX,SLEEPING PADS,RUCKSACKS(ALICE PACKS)
 126 1 TOO MANY TO LIST.
 127 1 PONCHOS,RUCKSACKS,SOCKS
 128 1 MOST COMMERCIAL UNDERCLOTHES
 129 1 COLD WEATHER GEAR
 130 1 RUCKSACK AND FRAMES, ECW GEAR
 131 1 LEATHERMAN,CAMELBACKS(VS.2 QT CANTEEN),WET WEATHER GEAR
 132 1 FT LEWIS SPECIAL BOOTS
 133 1 LIGHTS"MAG,"SOME TENTS AND BIVEY SET-UPS,FIELD GLOVES:BETTER FIT
 134 1 BOOTS,SOCKS,JUST ABOUT EVERYTHING
 135 1 LEATHERMAN,GERBER,MAGLIGHT,CAMELBACK
 136 1 RUCKS,PISTOL BELTS & SUSPENDERS & UTILITY TOOLS
 137 1 COMPASS
 138 1 ANY CIVILIAN HIKING BOOT,RUCKS,LBE
 139 1 POLYPRO GLOVE LINERS FOR THE SHELLS,AIR MATTRESS
 140 1 FLASHLIGHTS
 141 1 BOOTS
 145 1 TENTS,RUCKS,BOOTS,LBES,MATERIAL THE CLOTHING IS MADE OF.
 146 1 SLEEPING BAG,FLASHLIGHTS
 147 1 RUCK SACKS,SOCKS,SLEEPING BAGS
 148 1 SOME BOOTS,TOOLS (LEATHERMAN)

153 1 ALMOST ANYTHING
155 1 CAMOFLAUGE
156 1 BOOTS, TA-50 OVERALL
157 1 FLASHLIGHT,BOOTS,SLEEPING BAG,RAINGEAR,SNINLE? ON HOT GEAR
159 1 CAMO FACE PAINT,GLOVES,UNDERWEAR
201 1 GERBER KNIFE AS OPPOSED TO BAYONET.
202 1 TENTS,COTS,BACKPACKS
204 1 LAST LONGER AND ARE MORE COMFORTABLE
205 1 TENT, WET WEATHER GEAR
206 1 CIVILIAN FOOD IS BETTER-DEBBI SNACKS,CHIPS,COKE
207 1 LEATHERMAN,SCOPES
209 1 ALICE PACK
211 1 GLOVES,PONCHO LINER
212 1 TOO MANY
213 1 BOOTS,GLOVES
215 1 FLASHLIGHTS,BIG AND BULKY, CAMO
216 1 SOCKS,SLEEPING BAGS
217 1 ANY FLASHLIGHT,ANY KNIFE,ANY PERSONAL SIZE TENT
218 1 CAMELBACK,LBUS
219 1 BOOTS,WET OR COLD WEATHER GEAR
222 1 CAMEL BACK
223 1 CAMELBAKCS,COMMERCIAL GORTEX,LEATHERMAN,MAGLITE,ARCTIC GLOVES
224 1 BOOTS,PC'S-HOT WEATHER PC IS BETTER.
225 1 GORTEX SOCKS,LEATHERMAN,MAG LITE
176 1 BOOT SOLES
177 1 LEATHERMANS, GERBERS
179 1 RAIN GEAR
181 1 MAG LIGHT FLASH LITE
182 1 CAMPING PACKS, NON LEATHER BOOTS
184 1 MAGLIGHT, LEATHERMAN, CAMELBACK
188 1 RUCK SACK
190 1 UNDERWEAR, GLOVES, LINER, WET WEATHER GEAR
191 1 BOOTS, HIGHTECH, SOCKS GORTEX W/LINER, SLEEPING BAG
196 1 MOST COMMERCIAL BACK PACKS
197 1 BOOTS, SOCKS,

Question 4b - List of Commercial Items that are not as good as Military Issue Items

Com 4b - JRTC

19 1 BOOTS
28 1 COLD WEATHER CLOTHES
29 1 CANTEENS, BOOTS
38 1 SLEEPING BAG, CANTEENS, GORTEX CLOTHING
47 1 LARGE RUCK
60 1 GORTEX (COLD WEATHER)
76 1 RUCK SACKS, CANTEENS
82 1 JUNGLE BOOTS
85 1 GORTEX GLOVES, SOCKS
93 1 SOME TYPE OF BOOTS
98 1 GORTEX TOP, BOTTOM & GLOVES, COLD WEATHER BOOTS
103 1 NON-CONVENTIONAL BOOTS
108 1 WEB GEAR, UNIFORMS/DURABILITY
114 1 DEPENDS ON THE ITEMS
117 1 WORKING GLOVES
119 1 ALTAMA BOOTS-CANNOT BE RESOLED
163 1 FIELD JACKET LINER
229 1 SOCKS
238 1 SOME DON'T STAND UP TO FIELD CONDITONS AS WELL AS ARMY ISSUE
133 1 GORTEX JACKET
157 1 OLD STYLE HOT WEATHER BDU.
202 1 TEMP. BDUS
206 1 CIVILIAN FOOD IS BETTER-DEBBI SNACKS, CHIPS, COKE
224 1 SOME BOOTS, RUCKSACK ITSELF, CANTEENS, CHEAP PONCHO LINER IMITATION
190 1 BDU'S
198 1 BOOTS

Com - 5 JRTC

- 14 POLY PRO
- 15 GORTEX JACKET
- 16 GORTEX JACKET
- 17 GORTEX RAIN COAT
- 18 GORTEX JACKET
- 19 FIELD JACKET LINER
- 20 BOOTS, DURABLE
- 21 PONCHO LINER
- 22 MY BLACK COMBAT BOOTS
- 23 PONCHO LINER, GORTEX TOP
- 24 BOOTS
- 25 UNIFORMS(SUMMERS), PATROL CAP BERET
- 26 GORTEX TOP
- 27 GORTEX, NEED TO BE WATEPROOF
- 28 GORTEX JACKET
- 29 OLD STYLE QUILTED FIELD JACKET LINER
- 30 GORTEX JACKET & PANTS
- 31 LARGE RUCK
- 32 GORTEX JACKET
- 33 BDU'S: NEED MORE ISSUES
- 34 COLD WEATHER GEAR
- 35 GORTEX JACKETS
- 36 POLY PRO,BEAR SUIT,GORTEX OUTFIT
- 37 ORIGINAL BDU SUMMER
- 38 GORTEX
- 39 POLY PRO
- 40 WOOBIE
- 41 POLYPRO ŷ
- 43 HOT WEATHER BDU'S
- 44 COLD WEATHER GEAR
- 45 BOOTS
- 46 RUCK
- 47 GORTEX JACKET
- 48 PONCHO LINER
- 49 BODY ARMOR
- 50 NEW SUMMER BDU'S
- 51 GORETEX PANTS
- 52 BOOTS
- 53 TEMPERATE BDU'S, POLY PRO UNDERWEAR
- 54 GORTEX JACKET
- 55 PONCHO LINER
- 56 NEW SLEEPING BAG
- 58 NINJA MASK
- 59 GORTEX
- 60 GORTEX (COLD WEATHER GEAR)
- 62 PONCHO LINER,POLYPRO TOPA ND BOTTOM,JACKET LINER
- 63 SLEEPING SHIRT
- 64 BLACK KNIT CAP, PONCHO LINER
- 65 GORTEX JACKET AND TROUSER
- 66 NEW SLEEPING BAG
- 67 GORTEX GEAR, JACKET TROUSERS
- 68 GORTEX JACKET

70 GORETEX JACKET AND PANTS
 71 GORTEX JACKET
 72 NEW SUMMERS BDUS-IN SUMMER.WOOL SWEATER/GORETEX JACKET-IN WINTER
 73 GORTEX JACKET
 74 PC
 75 NEW SLEEPING BAGS/PONCHO LINER
 76 BDU (HOT WEATHER)
 77 DON'T HAVE ONE
 78 PONCHO LINER!
 79 FIELD JACKET LINER, ROCKY COLD WEATHER BOOTS
 80 NECK GAITOR, PONCHO LLINER
 81 PONCHO LINER
 82 FIELD JACKET LINER
 83 GORTEX JACKET
 84 LARGE RUCK
 85 FIELD BOOTS
 86 SUMMER BDU'S
 87 BDU'S
 89 GORTEX JACKET
 90 BOOTS, SOCKS
 91 POLY PROS
 92 SUMMER BDU'S
 93 SUMMER BDU'S
 94 GORTEX JACKET
 95 GORTEX
 96 BDU'S
 97 BDU'S
 98 PONCHO LINER (WOABI)
 99 PONCHO LINER
 100 GORTEX
 101 GORTEX JACKET AND PANTS
 102 COLD WEATHER SWEATER
 103 FIELD DURABILITY-WINTER WEIGHT BDU
 104 BOOTS
 106 GORETEX
 107 GORTEX TOPS AND BOTTOMS/POLYPRO
 108 GORTEX
 109 GORETEX
 110 GORTEX JACKET
 111 NOMEX UNIFORMS
 112 SLEEP SHIRT
 113 BOOTS - COMBAT
 114 GORTEX SUIT-KEEPS YOU WARM & DRY AT THE SAME TIME
 115 GORTEX TROUSERS AND PARKA - GOOD STUFF
 116 T-SHIRTS
 117 COMBAT BOOTS,WOOL SOCKS,PONCHO LINER,FIELD JACKET LINER,ENTRENCH
 118 BLACK WOOL SOCKS
 119 NECK GAITOR, NOMEX GLOVES
 120 COLD WEATHER BOOTS
 121 GORTEX SLEEPING BAG
 122 PONCHO LINER
 123 GORTEX
 124 LEATHERMAN, CAMELBACK
 125 COTTON BDU

161 GORTEX JACKET
 162 GORTEX JACKET
 163 PONCHO LINER AND SLEEP SHIRT
 164 NONE
 165 BOOTS, BINNY
 167 COLD WEATHER BDU'S-STILL HAVE FIRST 2 PAIR THAT WERE ISSUED TO M
 168 BROWN T-SHIRTS-MAKE A LONG SLEEVE ONE FOR COLD DAYS
 169 POLYPRO UNDERWEAR! NEW SLEEPING BAG IS FANTASTIC
 170 NEW BDU'S
 171 GORTEX ANYTHING
 172 PC
 173 PONCHO LINER
 174 T-SHIRTS
 175 GORTEX PARKA
 226 POLY PRO
 228 BOOTS
 229 BDU'S-LIGHTWEIGHT, DURABLE, EASY & FAST DRYING
 230 GORETEX JACKET
 231 BDU'S
 232 PONCHO
 233 GATOR NECK AND SLEEP SHIRT
 234 POLY PROBES
 235 BDU'S
 236 FIELD JACKET LINER
 237 GORTEX SLEEPING BAG
 238 PONCHO LINER -MUST HAVE FOR THE FIELD.
 239 GORTEX TOP AND BOTTOM
 240 PONCHO LINER
 241 NECK GATOR
 242 OLDER BDU
 243 PONCHO LINER, NECK GATOR, SLEEP SHIRT
 244 RUCK SACK, SLEEPINGBAG
 2 BDUS
 3 BEAR SUIT
 4 PONCHO LINER
 5 BDUS
 6 GORTEX
 7 PONCHO LINER KEEPS YOU WARM NO MATTER WHAT.
 8 GORTEX JACKET
 9 BDUS
 10 GORTEX TOP
 11 GORTEX
 12 HEAD GEAR
 13 ORIGINAL HOT WEATHER BDUS.
 126 NECK GATOR, NOMEX GLOVES
 127 GORTEX, POLYPRO'S, PONCHO LINER
 128 FIELD JACKET LINER
 129 PONCHO LINER
 130 POLYPRO UNDERWEAR
 131 BLK HOT WEATHER BOOTS, GORTEX SLEEPING BAG WITH LINER.
 132 LIGHTWEIGHT LONG JOHNS-NOT TO BULKY BUT INCREASE PERSONAL WARMTH
 133 GORTEX JACKET: FIT GOOD, WARM, WATERPROOF BUT COULD USE MORE.
 134 POLYPROS
 135 PONCHO LINER & FIELD JACKET LINER

136 SOCKS
 137 PONCHO LINER
 138 POLYPRO
 139 BDUS
 140 SLEEP SHIRT
 141 GORTEX
 142 GORTEX PARKA
 143 POLYPRO THERMALS
 144 PONCHO LINER
 145 PONCHO LINER, MORE WATER RESISTANT GLOVES
 146 GORTEX
 147 GORTEX SYSTEM, NECK GATOR
 148 GORTEX JACKET/PANTS, POLYPROPYLENE
 149 NECK GATOR
 150 GORTEX JACKET, PONCHO LINER
 151 GORTEX, PONCHO LINER, POLYPRO TOP
 152 NECK GATOR AND PONCHO LINER.
 153 NECK GATOR
 154 BDUS
 155 GORTEX JACKET
 156 GORTEX
 157 NECK GATOR, POLYPRO SLEEP SHIRTS, PONCHO LINER, SMOKING JACKET
 158 ANYTHING GORTEX, PONCHO LINER (LIFE SAVER)
 159 GORTEX JACKET
 160 NEW HOT WEATHER BDUS AND GORTEX
 201 SOCKS
 202 GORTEX JACKET
 203 PONCHO LINER
 204 BDU TOP
 205 GORTEX JACKET
 207 BROWN T-SHIRT
 208 BOOTS
 209 T SHIRTS
 210 GORTEX JACKET
 211 GORTEX JACKET AND PANTS
 212 BOOTS
 213 BOOTS, WINTER BDUS
 214 GORTEX SET
 215 BUTT PACKS VERY HANDY
 216 GORTEX SUIT, PONCHO LINER
 217 FIELD JACKET LINER
 218 GORTEX TOP AND BOTTOMS
 219 PT SWEATS
 220 GORTEX
 221 WINTER BDUS
 222 LBE
 223 POLY PRO
 224 GORTEX TOP AND BOTTOM, PONCHO LINER
 225 GORTEX TOP AND BOTTOM
 176 PONCHO LINER, SLEEP SHIRTS, ECT
 177 GORTEX CLOTHING.
 178 GORTEX
 179 PT'S
 180 COLD WEATHER GEAR

181 GORTEX JACKET BUT COULD BE EXTREMELY WELL
182 POLYPRO UNDERSHIRT
183 GORTEX JACKET AND POLYPRO
184 ORIGINAL HOT WEATHER BDU'S
185 PONCHO LINER, MUST BE USEFUL
186 T-SHIRT
188 GREEN SOCKS NOT BLACK
189 BOOTS
190 BDU'S
191 GORTEX PARKA
192 COLD WEATHER BOOTS, BDU NEED TO BE MORE DURABLE
193 WINTER BDU'S MORE DURABLE
194 MY NEW SLEEPING BAG, TWO LINER AND GORTEX SHELL
195 NEW SLEEPING SHIFT
196 GORTEX SOCKS AND PANTS
197 BDY
198 BOOTS
199 BDU
200 GORTEX AND SLEEPING BAGS

Com 6 - JRTC

14 PONCHO, STANDARD WET WEATHER GEAR
15 2-QT, REG ISSUE BTS, COTTON CLOTHING, POLYPRO/MOISTURE REPELLING CL
16 WOOL SWEATER
17 UNDERWEAR
18 PONCHO
19 BERET
20 GLOVES, KEVLAR
21 WET WEATHER GEAR
22 GORTEX GLOVES
23 PONCHO, LEG BOOTS, SLEEP PAD
25 WINTER BDU'S, MOPP SUITS CLASS A'S AND B'S
26 KEVLARS
28 T-SHIRTS
29 PONCHO
30 PONCHO LINER
31 GORTEX, NOT VERY WATERPROOF
32 GREEN PARKA TYPE WET WEATHER GEAR
33 PONCHO-NEVER PUT ONE ON AND STAYED DRY; BAD MATERIAL.
34 BOOTS-BAD SOLES
35 BODY ARMOUR
36 WET WEATHER GEAR
37 BOOTS
38 INSOLES OF GLOVES
40 RUCK SACK
43 BERET-DUE TO SHAVING & SHAPING THE BERET BUT, IT'S OVERALL COMFOR
44 BROWN T-SHIRT
45 RAIN GEAR
46 BOOTS
47 BOOTS
48 PONCHO
49 FOOT GEAR
50 UNDERWEAR
51 BOOTS
52 BROWN SHIRTS
53 ORIGINAL HOT WEATHER BDU AND NEW HOT WEATHER BDU
54 UNDERWEAR
55 WET WEATHER TOP
56 GREEN WET WEATHE SUIT
58 GLOVES
59 FIELD JACKET
60 RAIN PARKA
61 EVERYTHING
62 RUCK SACK LEFT AND RIGHT ARM STRAPS AND RUCK FRAME
63 BEAR SUIT
64 LCE RUCK SACK-HARD & TIME CONSUMING TO ADJUST; SHOULD VARY W/SOLD
65 AMMO POUCHES
67 NBC SUIT, MASK
68 PONCHO
71 BLACK COLD WEATHER BOOTS
72 ALL LEATHER BOOTS-BAD FEET
74 SOCKS
75 SLEEPING MAT

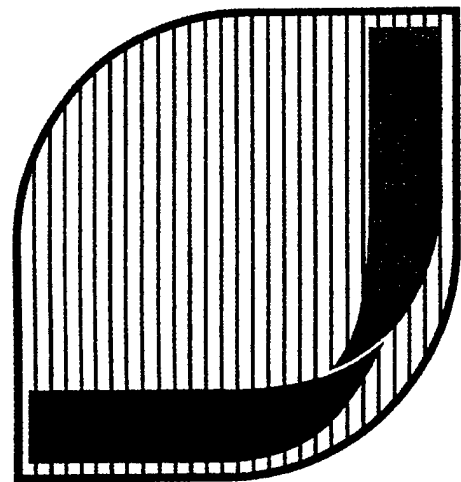
76 PO;YPRO
 77 NONE
 78 GLOVES
 79 WET WEATHER GEAR
 81 GLOVE INSERTS
 82 RAIN GEAR
 83 LCE BELT
 84 BOOTS
 85 LEATHER GLOVES
 86 UNDERWEAR AND SOCKS
 87 WET WEATHER GEAR - (DOESN'T WORK)
 89 WINTER P.T.'S
 90 BDU'S
 91 RAIN JACKET
 92 WINTER BDU'S
 93 5 BUTTON SWEATER-TOO MUCH WOOL
 94 WET WEATHER JACKET
 95 PONCHO
 96 SOCKS
 97 OD GREEN SOCKS (ITCHY)
 98 WET WEATHER TOP & BOTTOM,PONCHO
 99 CPOG'S TOO HEAVY,BULKY.WET WEATHER BOOTS NEED BETTER SOLE
 101 METAL FRAME RUCK SACK
 102 COLD WEATHER ITEMS
 103 TEMPERATE BDU.THE RIP STOP STITCH DOESN'T PERFORM LIKE IT SHOULD
 104 GLOVES-DON'T SEEM TO KEEP MHANDS WARM WHEN IT'S COLD OUT
 106 UNDERWEAR
 107 EXTREME COLD WEATHER/BEAR SUIT
 108 SOCKS
 109 COLD WEATHER GEAR LIKE THERMAL-DON'T KEEP ME WARM
 110 MOPP GEAR
 111 COLD WEATHER GEAR-DOESN'T KEEP YOU WARM
 112 UNDERWEAR
 113 UNDDERWEAR
 114 BROWN T-SHIRTS B/C THEY STRETCH OUT EASILY
 115 PONCHO
 116 BDU'S
 117 BROWN T-SHIRT,UNDER GARMENTS,POLY PROS,MILES GEAR,GORTEX PANTS
 118 KEVLAR BRAND AND WEB
 119 PONCHO WITH GEAR IN GENERAL
 120 DRAWERS-IT HURTS MY WAIST AFTER A FEW HOURS
 121 WOOL SOCK\
 122 WET WEATHER TOP
 125 BOOTS
 161 THE LINERS
 163 "BEAR SHIRT", IT'S BULKY,HEAVY & DOESN'T HOLD HEAT WELL
 164 KEVLAR
 165 SOCKS
 167 HOT WEATHER BDU
 168 KEVLAR-HEAD BANDS-GOUGE HEAD.WORK GLOVES (BLACK LEATHER) -SIZE STR
 169 KEVLAR IS TOO HEAVY AND UNCOMFORTABLE (ESP W/ MILES GEAR!)
 170 GLOVES
 171 BOOTS, LACK OF CUSHION
 172 BOOTS

174 SOCKS
 175 LEATHER GLOVES
 226 COLD WEATHER BDUS
 227 KEVLAR BALLISTIC HELMET
 228 UNDERWEAR-ISSUE BOXER SHORTS
 229 MILES-THERE'S GOT TO BE A BETTER SUBSTITUTE
 230 WOOL SWEAT
 231 BOOTS
 232 WET WEATHER BOTTOMS - HARD TO USE
 233 WOOL SWEATER, IT ITCHES!
 234 GORTEX
 235 RAIN GEAR AND COLD WEATHER
 236 WET WEATHER TOP AND BOTTOM
 239 WET WEATHER TOP AND BOTTOM
 240 UNDERWEAR
 241 BEAR SUIT
 242 SOCKS
 243 BOOTS
 245 BOOTS (SOLES ARE BAD ON FEET)
 2 BERETS
 3 WET WEATHER TOP AND BOTTOM.
 4 HEAVY (WINTER) BDUS
 5 SOCKS
 6 LBE
 7 BODY ARMOR
 8 LCE
 9 BLACK COMBAT BOOTS
 10 RUCK SACK
 11 SLEEP SHIRTS
 12 ALL LEATHER BOOTS
 13 NEW HOT WEATHER BDUS.
 126 WET WEATHER GEAR.
 127 SOCKS
 128 SOCKS AND UNDERWEAR (BRIEFS & POLYPRO)
 130 GORTEX JACKET AND PANTS (MAKES WAY TOO MUCH NOISE).
 131 PONCHO, WET WEATHER TOP AND BOTTOM
 132 MOPP SUIT-BULKY, HOT
 133 FIELD GLOVES-SLOPPY FIR, SOCKS-MORE DURABLE, BRIEFS-MORE DURABLE
 135 BOOTS, T-SHIRTS, UNDERWEAR, SOCKS
 136 UNDERWEAR
 137 WET WEATHER GEAR
 139 ARMY AIR MATTRESS-POPS TOO EASILY, HOLES ALONG SEAMS.
 140 GLOVES
 141 WET WEATHER
 143 NOTHING REALLY STANDS OUT AS BEING EXCEPTIONALLY BAD.
 144 MOPP GEAR
 146 BOOTS
 147 RUCK SACK FRAME.
 148 LCE
 149 KEVLAR
 150 RAIN JACKET/PANTS
 151 BROWN COTTON BRIEF
 152 PONCHO, KEVLAR, BDU BELT
 153 KEVLAR HELMET, BLACK GLOVES

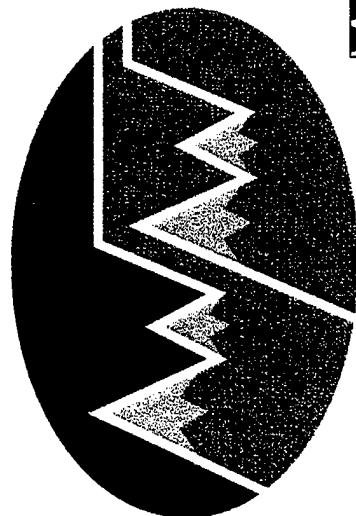
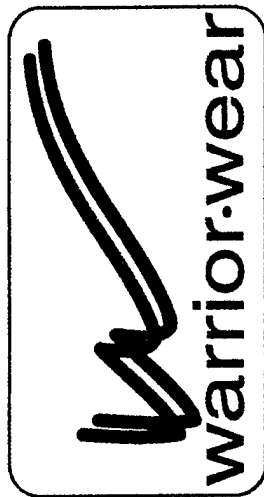
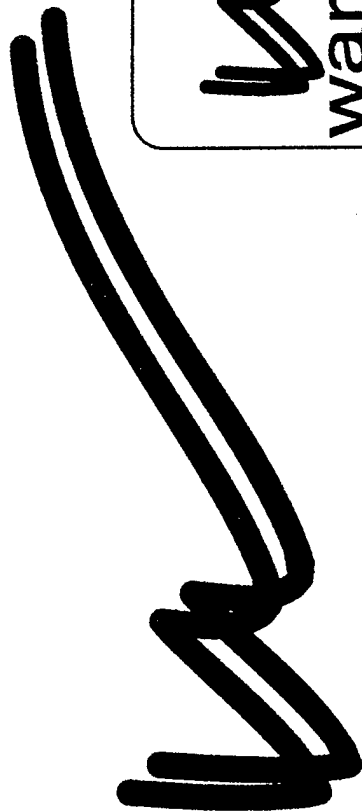
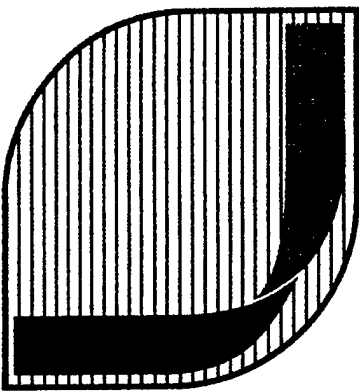
154 GLOVES
155 TSHIRTS
156 WOOL SWEATER
157 SLEEPING BAGS-WHEN WE MUST CARRY THEY ARE HEAVY.
158 BOOTS
159 UNDERWEAR,WET WEATHER GEAR
160 CPOGS
201 WET WEATHER SUIT-TOP AND BOTTOM.
202 SLEEP PAD
203 PONCHO
204 BDU TROUSERS FADE MUCH FASTER THAN THE TOPS.
205 PONCHO
206 RUCK SACK
210 WOOL SWEATER
211 WET WEATHER GEAR/PT SHORTS
212 SOCKS
213 GLOVES AND BOOTS
214 PONCHO
215 KEVLAR-DOESN'T LET YOUR HEAD BREATHE AND GETS TOO HOT.
216 BDU BELTS AND BUCKLES,BALLISTIC HELMET,PONCHO,RUCKSACK
217 RUBBER OVERSHOES.
219 PT SWEATS-DON'T LET US WEAR THEM WHEN IT STARTS TO GET COLD.
220 KEVLAR,LBE
222 RUCK SACK
223 FIELD JACKET
224 WET WEATHER PARKA AND PANTS.
225 GLOVES
176 THEY ARE ALL TOLERABLE
177 WET WEATHER PARKER AND PANTS
178 WET WEATHER GEAR
179 UNDERWEAR
180 SUMMER BDU'S,
181 BOOTS
182 RUCK SACK AND ALICE FRAME NOT AS COMFORTABLE AS CIVILIAN
183 PONCHO DOESN'T KEEP YOU DRY IN HOT WEATHER
184 ORIGINAL LIGHT WEIGHT BDU'S AND BLACK NYLON JUNGLE BOOTS
186 JACKET LINER
188 BDU'S SUMMER, FADE AWAY TO QUICK
189 SOCKS
190 DRESS UNIFORMS
191 FIELD JACKET
192 BROWN T-SHIRT AND GLASSES
193 GLOVES TO EXPENSIVE TO REPLACE AND RIP EASILY WHEN WORKING WITH
194 WET LEATHER PANTS
195 GLOVES
196 RUCKSACK/BACKPACK
197 WET WEATHER BOOTS
198 BDV UNIFORM AND T-SHIRT
200 WET WEATHER GEAR

APPENDIX D

Logo Designs



leatherneck



Warrior
WEAR

Warrior
WEAR

APPENDIX E

Warrior Wear Package Design for Sock Experiment

LARGE

Content: min. 50% wool
max. 50% cotton

12-13
TOP-LEG
Made in USA

Sock sizes	Men's shoe size	Women's shoe size
S	4-6	
M	5-8½	6½-10
L	9-12	10½-12
XL	13-15	



Combat Boot sock design features:



Cushion heel and foot
min. 50% wool
max. 30% nylon
max. 20% cotton